SERVICE UNITES

detroit

CONFERENCE ON VOLUNTEERING AND SERVICE
JUNE 27-29, 2016

2016 Volunteer Management Progress Report:
How to Use the Results
to Generate Greater Support

Points of Light ✳ HandsOn Network ✳ generationOn ✳ Corporate Institute ✳ AmeriCorps Alums

Presenters

Tobi Johnson, MA, CVA
President
Tobi Johnson & Associates | VolunteerPro
206.799.9038
tobi@volpro.net

Tracey Farr, MOAM
Community Concierge
VolunteerPro
865.335.1062
tracey@volpro.net

@volpronet
#vmprogress2016
@POLConference
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Agenda

☑ Introduction: Methodology & Partners

☑ Key Findings & Your Questions

☑ How to Use the Results to Advocate Within Your Organization

☑ Your Ideas for the 2017 Survey

☑ Q&A Throughout

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"Everything that can be counted does not necessarily count; everything that counts cannot necessarily be counted."
~ William Bruce Cameron

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Survey Methodology

Who …

- 1,068 volunteer administrators (paid & volunteer), self selected

- 29 were disqualified, approx. 930-950 completed most questions

- 95% confidence with +/-3% margin of error

What …

- A 41-question survey with closed- and open-ended items, most optional

- To paint a more complete picture of today's volunteer management professionals

When …

- Responses collected: November 9 – December 21, 2016

How …

- Questionnaire developed with input from colleagues & an evaluation expert

- Administered online only via the SurveyMonkey platform

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Many Thanks!

Our Distribution Partners

- Points of Light/HandsOn Network
- Council for Certification in Volunteer Administration (CCVA)
- VolunteerMatch.org
- United Way Worldwide
- Volunteer Today
- Association of Leaders in Volunteer Engagement (ALIVE!)

Special thanks to Jason Frenzel, reviewer extraordinaire!

Thanks to YOU, if you completed the survey!!!

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Who Did We Survey?

2016 Volunteer Management Progress Report

Answer Options	Response Percent	Response Count
Arts, Culture, and Humanities/History/Museums	6%	56
Business/Trade Orgs/Professional Associations	1%	11
Education/Libraries	11%	103
Environment/Parks/Wildlife	7%	67
Animal Care & Welfare	4%	40
Health Care/Medical Research/Support Services	18%	172
Mental Health & Crisis Intervention/Domestic Violence	3%	24
Hospice	2%	19
Senior & Disability Services	5%	47
Crime-Related & Other Legal Services	1%	12
Employment & Training	1%	8
Food, Agriculture & Nutrition/Food Pantry & Delivery	4%	34
Housing & Shelter/Homelessness	4%	37
Public Safety, Disaster Preparedness & Relief	3%	24
Recreation & Sports	2%	20
Youth Development	5%	44
Foreign Affairs/International NGO	0%	1
Civil Rights, Social Action & Advocacy/Empowerment	2%	16
Community Improvement & Capacity Building	8%	76
Philanthropy & Grantmaking/Volunteer Center	5%	50
Science & Technology	1%	5
Child Welfare/Family Services/Social Services	4%	39
Other (please specify)	4%	34
answered question		939
skipped question		155

Top Nonprofit Causes
(over 100,00 in US)

1. Faith-based
2. **Education**
3. **Community Improvement & Capacity Building**
4. **Arts, Culture, Humanities**
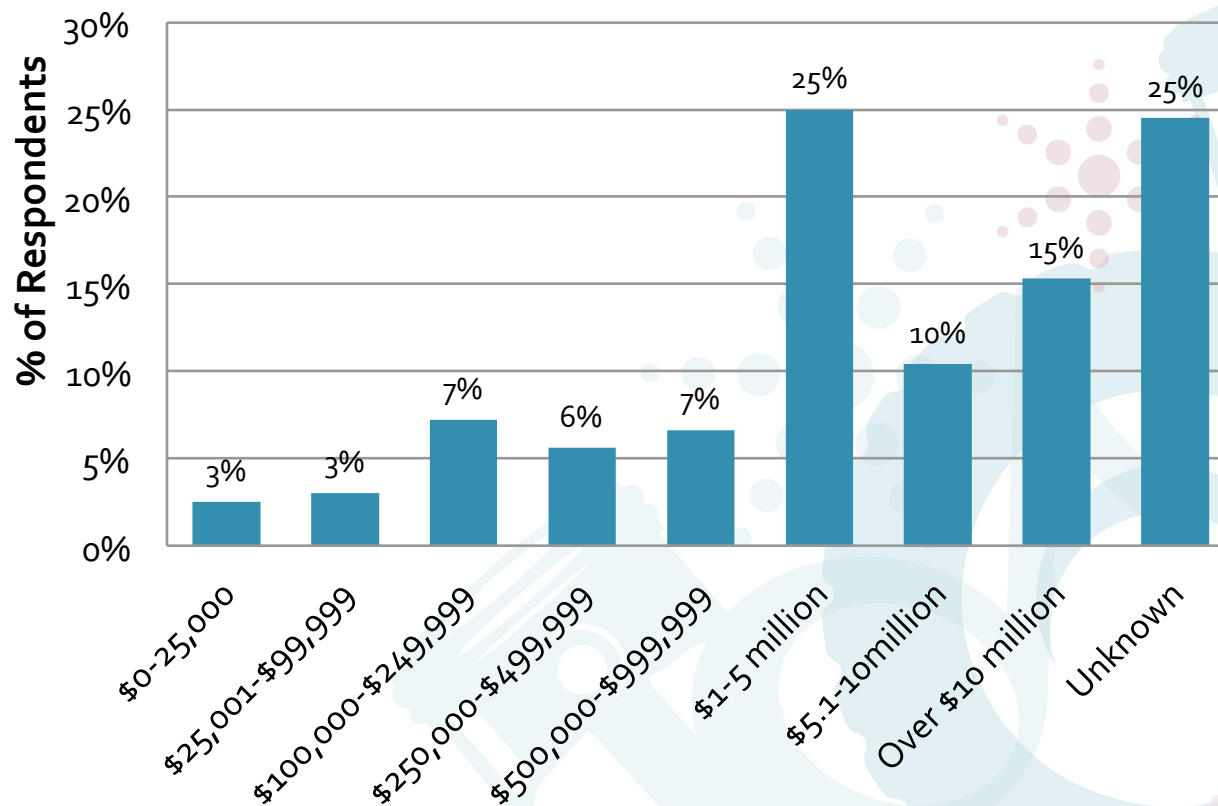5. Recreation & Sports
6. Philanthropy, Voluntarism & Grantmaking

Source: Internal Revenue Service, Urban Institute, National Center for Charitable Statistics, http://nccsweb.urban.org/

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Annual Budgets

Organization Annual Budget

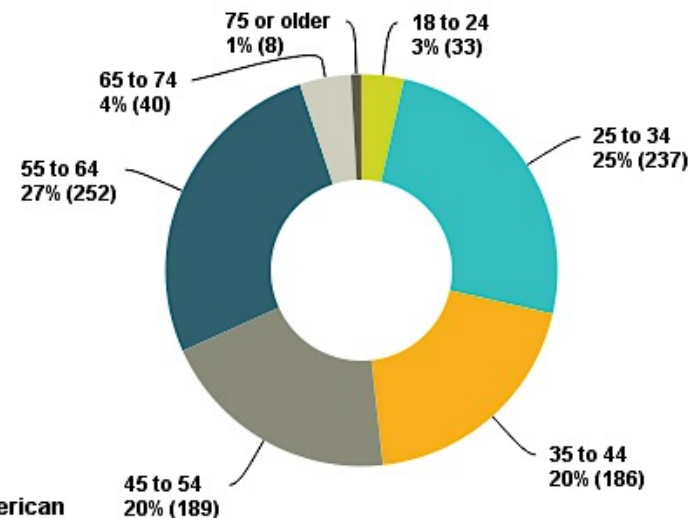Track Sponsored by: JPMorgan Chase & Co.

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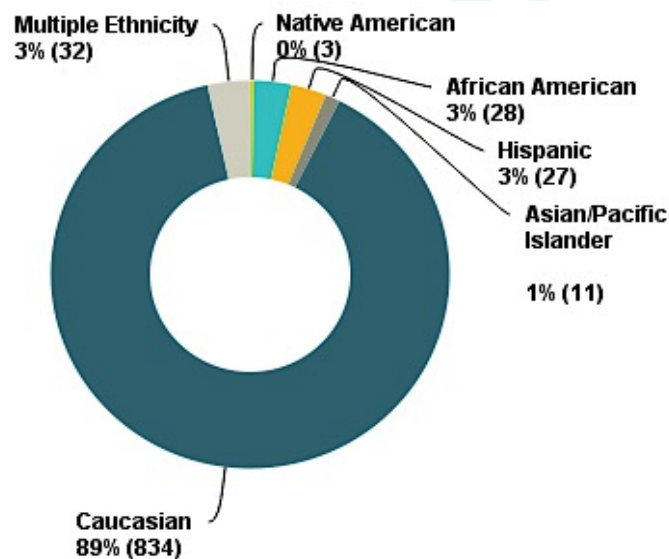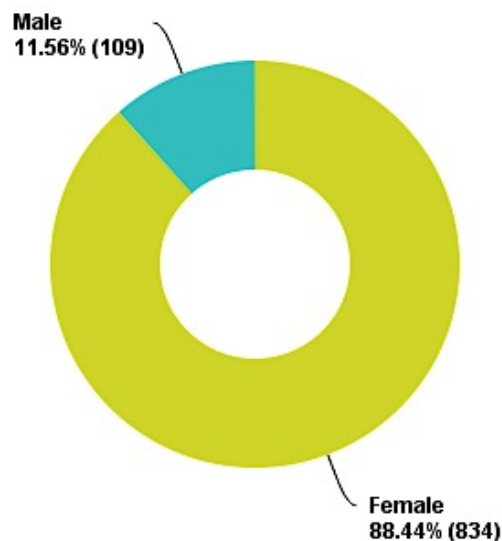
Annual Budgets

Program Annual Budget
(excluding salaries & benefits)

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Respondent Demographics

Male
11.56% (109)

Female
88.44% (834)

Multiple Ethnicity
3% (32)

Native American
0% (3)

African American
3% (28)

Hispanic
3% (27)

Asian/Pacific
Islander
1% (11)

Caucasian
89% (834)

75 or older
1% (8)

18 to 24
3% (33)

65 to 74
4% (40)

55 to 64
27% (252)

25 to 34
25% (237)

45 to 54
20% (189)

35 to 44
20% (186)

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Volunteer Admin. Experience

Wide range of experience
- Over 40% had more than 10 years in the field
- Over 15% had less than two years

- 40% spent 2 years or less in their current position

No correlation between years in profession and years in current position

The majority with a Bachelor's Degree (52%)
Another 26% with a Master's Degree.

Only 21% hold a CVA credential

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What Are Their Needs?
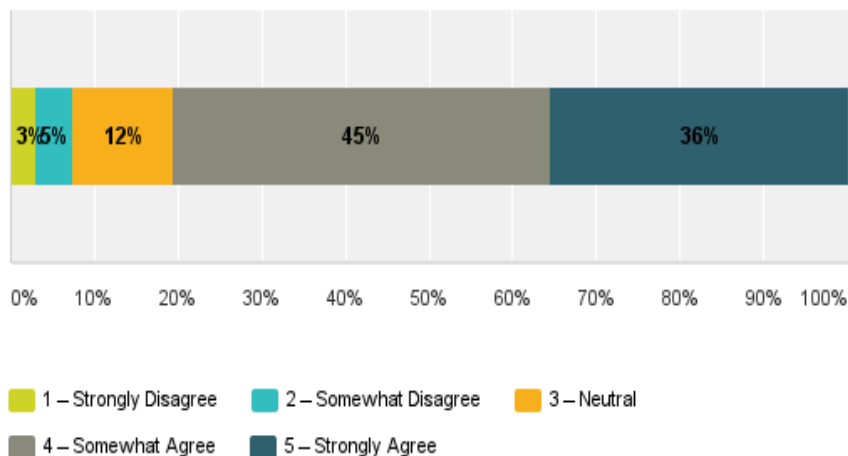
2016 Volunteer Management Progress Report

Top Challenges

Challenge Type	Percentage of Respondents
Recruitment (finding the right number/right type of volunteers)	25%
Gaining support and buy-in from staff/leadership/agencies	9%
Limited hours/time and various responsibilities	9%
Financial investment in staff and programs	7%
Volunteer retention	6%
Creating placement opportunities/assignments and matching	6%
Volunteer commitment/motivation/reliability	4%
Volunteer engagement	3%
Communication with volunteers and staff	3%
Adequate and accessible training/education	3%
Administrative details/regulations	2%
Managing change	2%
Supervising volunteers and staff	2%

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Professional Development

Agree that Professional Development Training Would Increase Their Effectiveness

| 3% | 5% | 12% | 45% | 36% |

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

- 1 – Strongly Disagree
- 2 – Somewhat Disagree
- 3 – Neutral
- 4 – Somewhat Agree
- 5 – Strongly Agree

Top Training Needs

1. Developing Program Outcome Metrics (46%)

2. Program Evaluation & Data-Based Decision-Making (43%)

3. Strategic Partnerships & Coalitions (42%)

4. Volunteer Recognition & Retention (39%)

5. Volunteer Recruitment (36%)

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How Do They Describe Their Work?

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Job Title & Boss's Position

Job Title

1. Coordinator (39%)

2. Manager (27%)

3. Director (19%)

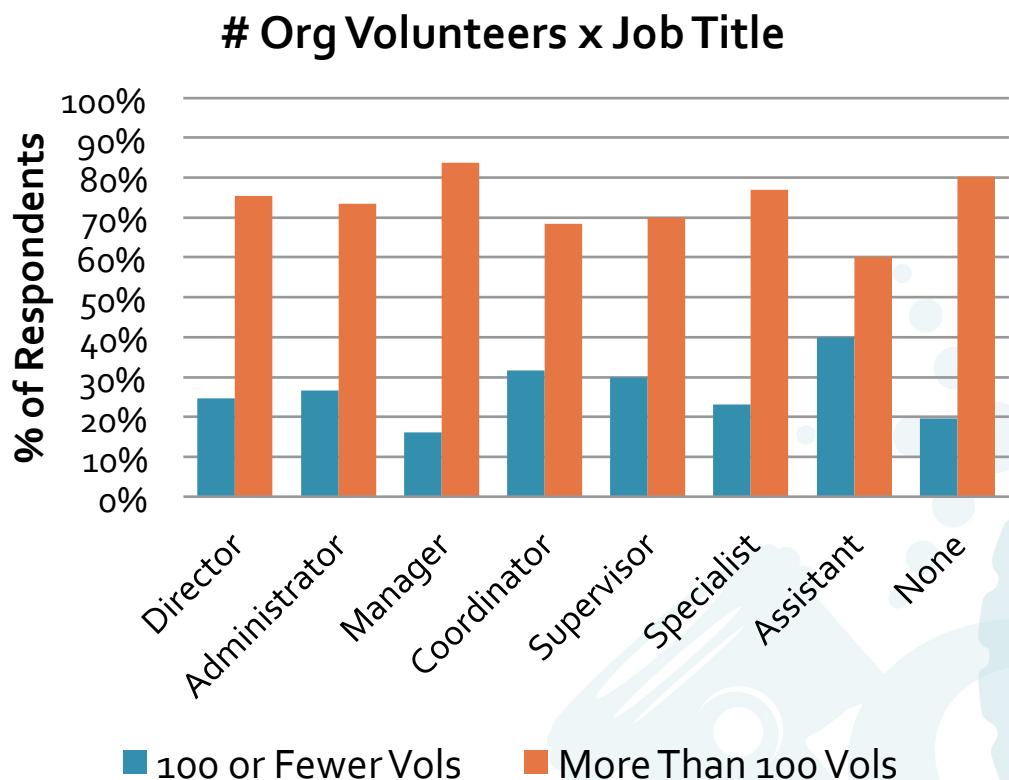| Reports To	% Responses
Executive Director	**27%**
Associate Director	9%
Board Chair/President	6%
Board Vice Chair/Vice President	2%
Program Director	**18%**
Human Resources Manager	6%
Marketing/Communications Manager	4%
Fundraising Manager	4%
Volunteer Administrator/Volunteer Manager	6%
None of These	**20%**

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#of Volunteers x Job Title
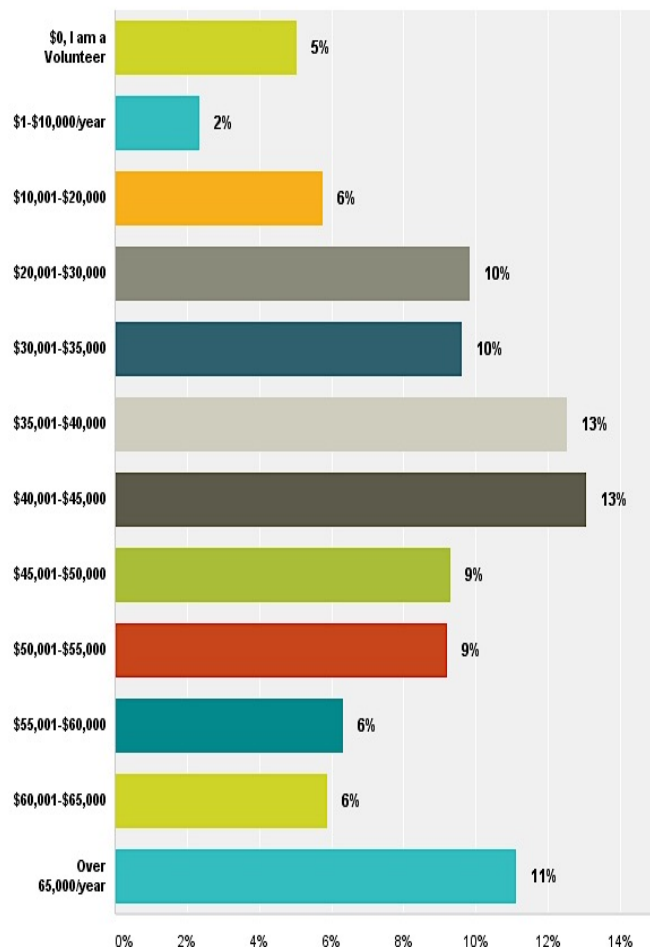

Org Volunteers x Job Title

See Report For:

- x Org Budget
- x Program Budget
- x Total # Paid Employees

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Annual Salary (Excl. Benefits)

45% of all salaries fell between $30K and $50K
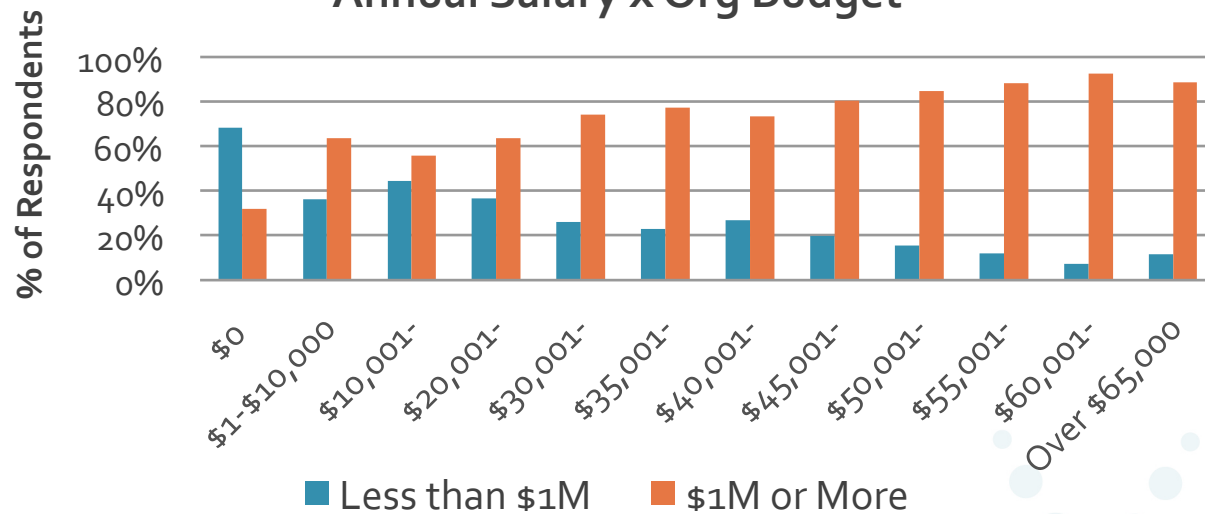
11% reported a salary exceeding $65K

Median salary: $40k-45K year

Higher salaries are more likely in orgs with:
- higher numbers of volunteers annually
- higher organizational budgets
- higher numbers of paid staff

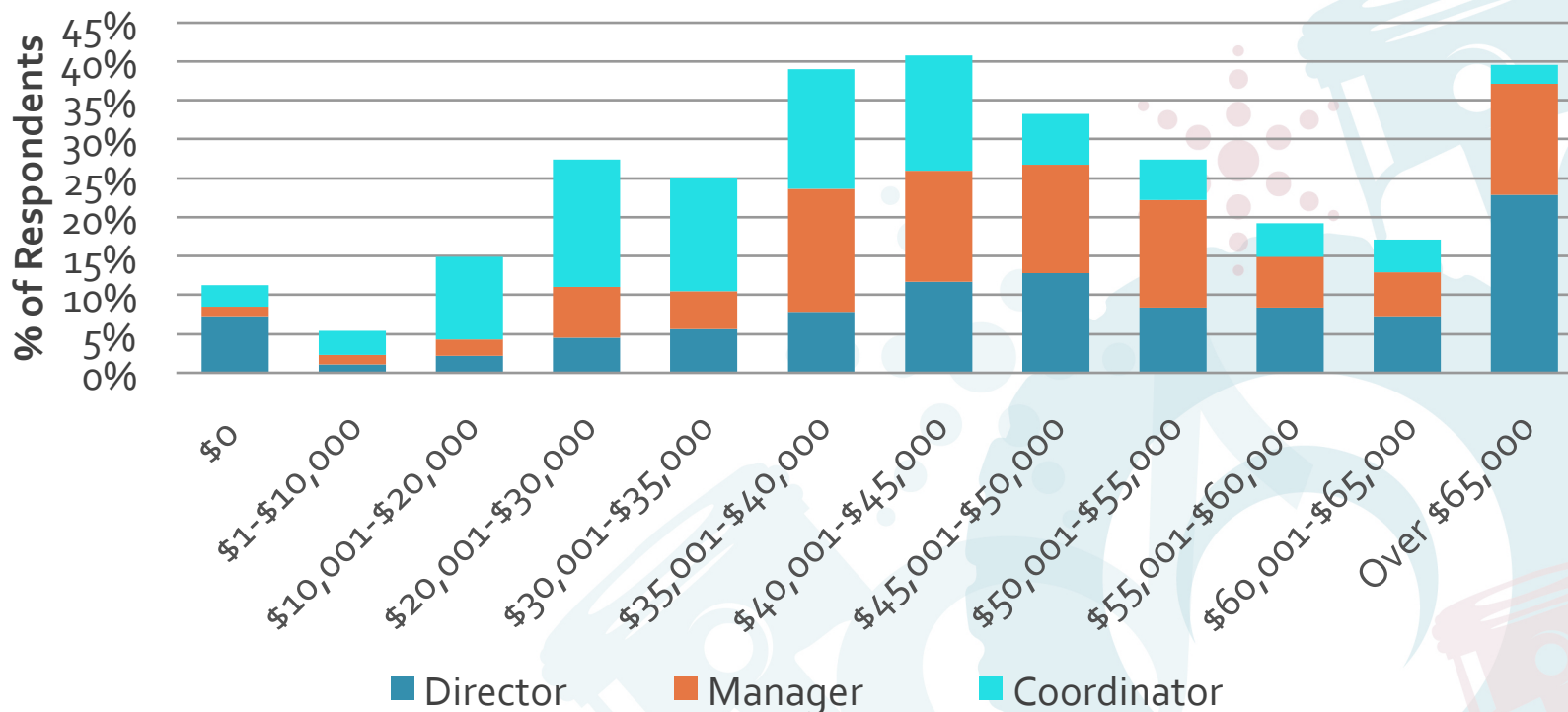Track Sponsored by: JPMorgan Chase & Co.

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Annual Salary x Org Budget

Annual Salary

	Organizational Budget								
Annual Salary	**$0-$25,000**	**$25,001-$99,999**	**$100,000-$249,999**	**$250,000-$499,999**	**$500,000-$999,999**	**$1M-$5M**	**$5.1M-$10M**	**Over $10M**	**Unknown**
$0	19%	17%	17%	11%	4%	15%	4%	4%	9%
$0-$10,000	9%	14%	9%	0%	5%	5%	5%	0%	55%
$10,001-$20,001	2%	12%	15%	6%	10%	10%	2%	8%	37%
$20,001-$30,000	3%	3%	16%	7%	8%	27%	9%	1%	27%
$30,001-$35,000	2%	2%	8%	6%	8%	34%	1%	9%	30%
$35,001-$40,000	1%	3%	8%	8%	4%	39%	13%	5%	20%
$40,001-$45,000	2%	1%	7%	7%	11%	27%	11%	14%	22%
$45,001-$50,000	0%	1%	1%	8%	9%	33%	13%	13%	22%
$50,001-$55,000	0%	0%	5%	5%	6%	29%	9%	22%	24%
$55,001-$60,000	2%	2%	2%	5%	2%	10%	21%	29%	28%
$60,001-$65,000	0%	0%	2%	0%	6%	24%	17%	31%	20%
Over $65,000	1%	0%	4%	2%	5%	17%	16%	36%	19%

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Salary

Annual Salary x Job Title

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Salary

See Report For

- **x** Total # Volunteers

- **x** Total # Paid Staff

- **x** # Employees Supervised

Job Satisfaction

Average Satisfaction x Salary

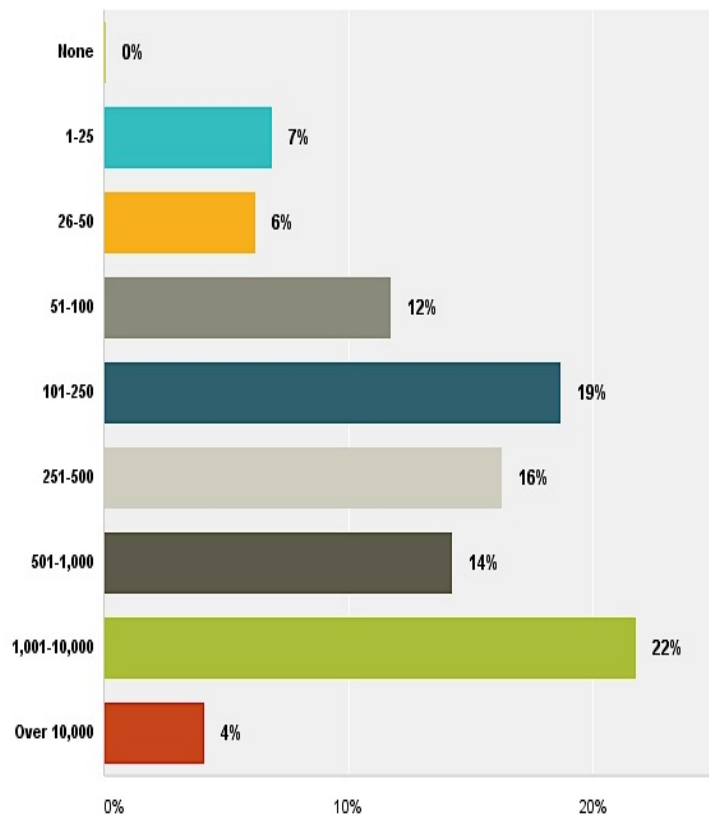Track Sponsored by: J.P.Morgan Chase & Co.

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How Do They Describe Their Organization's Volunteer Management Practices?

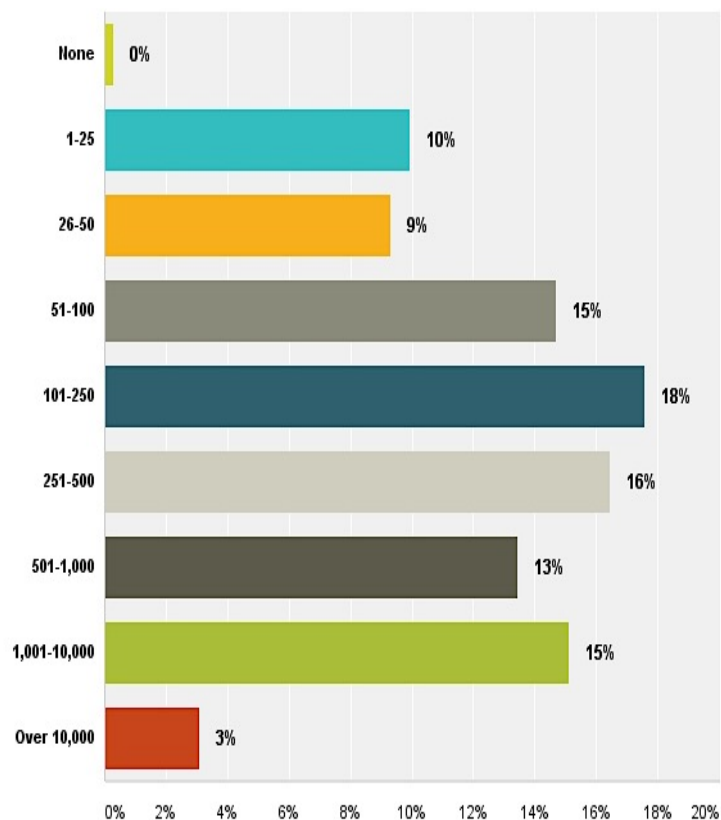## 2016 Volunteer Management Progress Report

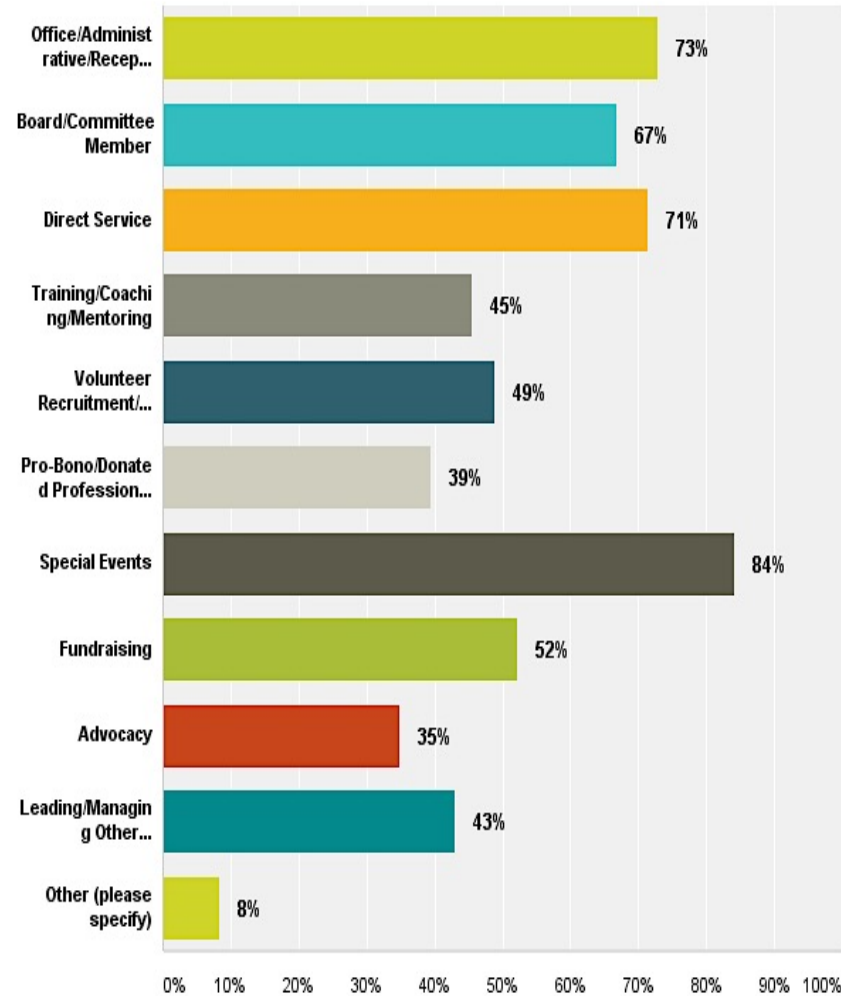Track Sponsored by: JPMORGAN CHASE & CO.
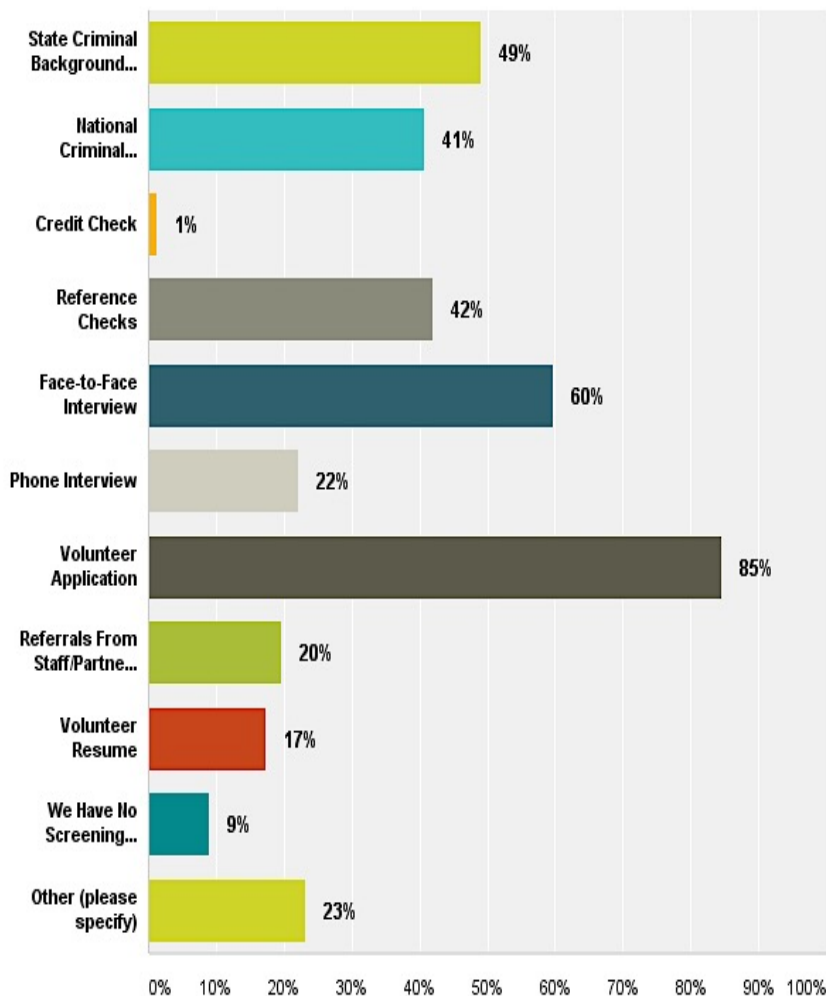
Number of Volunteers

Volunteer Roles

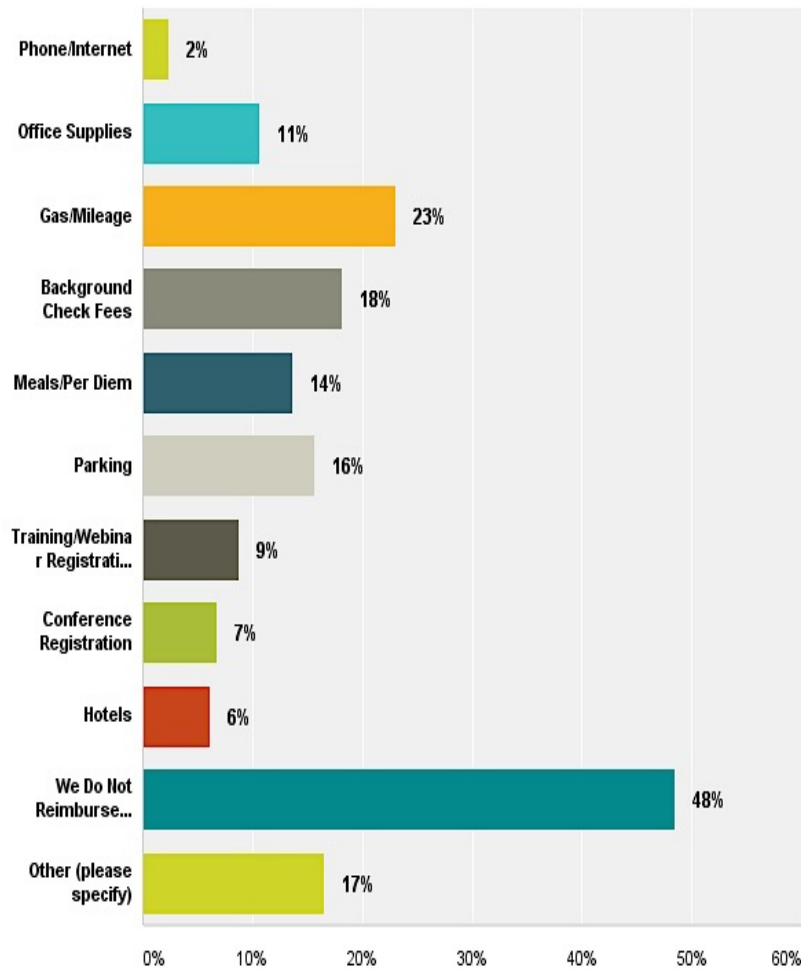SERVICE**UNITES**

Volunteer Screening Activities

Examples of "Other"

- Volunteer training and orientation

- Child abuse registry checks

- National sex offender registry checks

- TB tests

- Driving records

- Drug screening

- Health screening

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Volunteer Reimbursements

Small Group Discussion

What are ways to use this info to advocate internally for your needs?

Who can help advance our sector's needs?

Who/what might be a barrier to success?

What can you do about it?

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Debrief

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The Minority Can Rule!

"The prevailing majority opinion in a population can be rapidly reversed by a small fraction of randomly distributed **"committed agents"** who consistently proselytize the opposing opinion and are immune to influence.
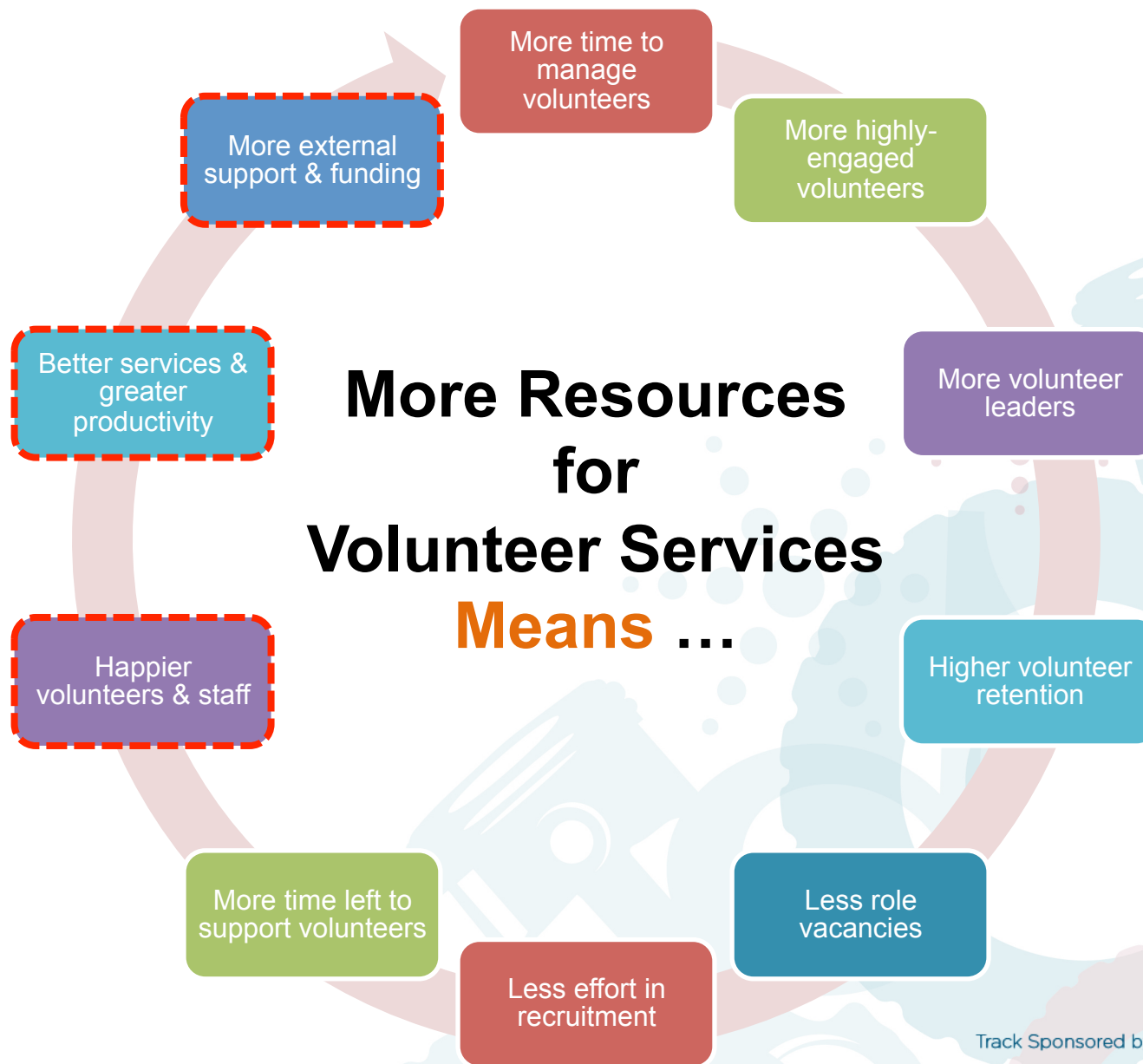
When the committed fraction grows beyond a critical value (approx. 10%), there is a dramatic decrease in the time taken for the entire population to adopt the committed opinion."

Source J. Xie, et al., "Social consensus through the influence of committed minorities," *Physics Review E* 84(1), 011130, July 2011

Aligning Goals

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More Resources for Volunteer Services Means …

- More time to manage volunteers
- More highly-engaged volunteers
- More external support & funding
- More volunteer leaders
- Better services & greater productivity
- Higher volunteer retention
- Happier volunteers & staff
- Less role vacancies
- More time left to support volunteers
- Less effort in recruitment

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Educating Co-Workers

- History of Volunteerism at Org

- Benefits of Volunteers

- Relationship to Agency Goals

- Philosophy of Volunteer Involvement

- Responsibilities of Paid Staff

- Lines of Communication

- Risk Management Strategy

- **What's In It For Them**

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To Find Common Ground

Do you both see the situation the same way?

- What are the challenges and what needs to be done to resolve them?

Do you agree about where your organization is at currently?

- What are the priority issues for your organization, across the board?

Do you agree about where it should head?

- Can we collaborate on goals and plans?

What are you willing to negotiate in order to get mutual needs met?

- Can we negotiate timeline, shared resources, information, expertise, future support, etc.?

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Creative Resourcing: Ideas to Consider

- ■ % of total charitable donations, based on % volunteers donate

- ■ Special event proceeds, all or a portion

- ■ From program grants, as part of direct service costs

- ■ As overhead, set % for every program where volunteers are placed

Depends on …

- ■ Where volunteer services is situated in organization

- ■ What board or grant maker policies will allow

- ■ Organizational culture

- ■ Willingness to entertain change

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Your Recommendations

2017 Volunteer Management Progress Report Survey

- What was most helpful & what could you do without?

- What information was missing? What questions should we add?

- Who is missing (org types, regions, countries, etc.)?

- What else should we keep in mind?

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How Can I Participate in the **Next** Survey?

Download it & get on our invite list :

http://volpro.net/volunteer-management-progress-report/

Please share with your networks.

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