 **Articulating the idea**

**New Volunteer Management Policy**

**Historical Society of Long Beach**

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1. Describe your project idea in two sentences.

Develop and implement a new volunteer management policy including service descriptions, interview procedures, updated orientation materials, updated training materials, updated volunteer applications, and volunteer evaluations.

2. What is the purpose of the project? Does it solve a problem? Meet an institutional need? Address an interest? Put existing resources to new use?

This project will meet an institutional need for a volunteer management policy in order to allow HSLB staff to budget time and resources for managing all aspects of our volunteer services program.

3. What will be the impact of your project? How will it affect your institution, the profession, the public?

This project will allow HSLB staff to better train, on-board, and supervise all aspects of the volunteer services program while simultaneously making clear the expectations of new and existing volunteers in an attempt to grow the volunteer service program and aid in volunteer retention.

4. What are the products? Should you consider any standards, mandates or best practices?

The products of this project are new volunteer service descriptions, interview procedures, updated orientation materials, updated training materials, updated volunteer applications, updated cataloging procedures, and volunteer evaluations.

These new materials will standardize the training and on-boarding process for staff managing volunteers.

**Identifying Audiences and Key Constituencies**

Questions and considerations:

* Characteristics: Who will participate in, use, and/or benefit from the project? Is there a specific group already asking for this resource? Who?
* Resources: What are the technical abilities, constraints, and resources of potential project audiences?
* Relationships: What relationship do my audiences have with our institution(s)? Do we need to build bridges and relationships?
* Primary and Secondary Audience: The “general public” is too general an audience. The more specific your audience is the more likely you are to meet their needs.
* Internal Constituency: Within your organization, what is the key constituency you need to engage, involve and persuade?

Primary audience

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| --- | --- | --- |
| Characteristics | Resources | Relationships |
| -Staff will immediately benefit from the project  -Streamlined training will benefit new and existing volunteers | -Author of new volunteer management policy should have deep understanding of PP and all aspects of current and potential volunteer projects | -New policy will establish more formal relationships w/ current and potential volunteers |

Secondary audience

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| --- | --- | --- |
| Characteristics | Resources | Relationships |
| -Researchers will have better access to a more complete database | -will have a more complete and navigable database | -Building a relationship between volunteers and researchers so that they may help to facilitate one another’s jobs. |

Internal constituency

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| --- | --- | --- |
| Characteristics | Resources | Relationships |
| - Administration | -Working together to create verbiage, implement policy, and uphold policy | -Need to build up communication and dissuade the resistance to change. |