

Today's Presenter



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Revitalizing Library Volunteer Engagement

WebJunction Webinar – September 18, 2018

Presented by Carla Lehn

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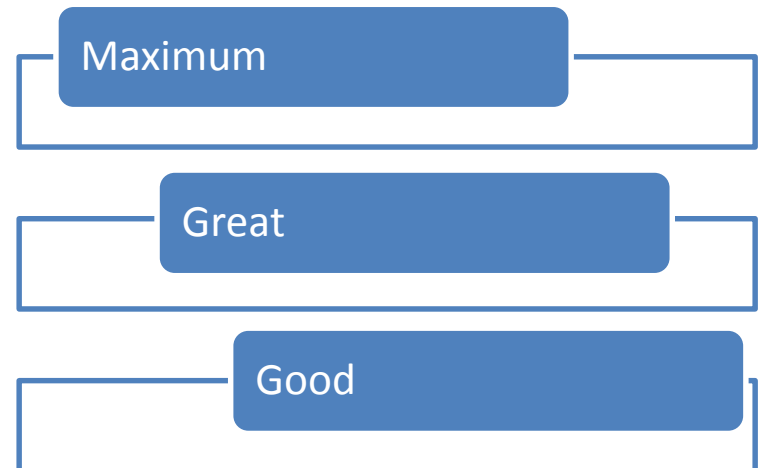


[From Library Volunteer to
Library Advocate](#)
[Tapping into the Power of
Community Engagement](#)
by Carla Campbell Lehn

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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:





Learning Objectives

**Identify Each Volunteer's
Motivation to Ensure the
Right Fit**

**Utilize Skilled Volunteers
at the Library**

**Design Effective
Volunteer Job
Descriptions &
Recruitment Plans**

Get Staff on Your Side



Trends Require Shift from Traditional Volunteer Management Practices

Engage their **skills**
and **expertise**

Offer **flexibility** and
a **wide variety of**
options

Want **clear**
expectations of
time, tasks and
training

Show them **impact**
on mission -- how
will their work
make a difference?

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/>

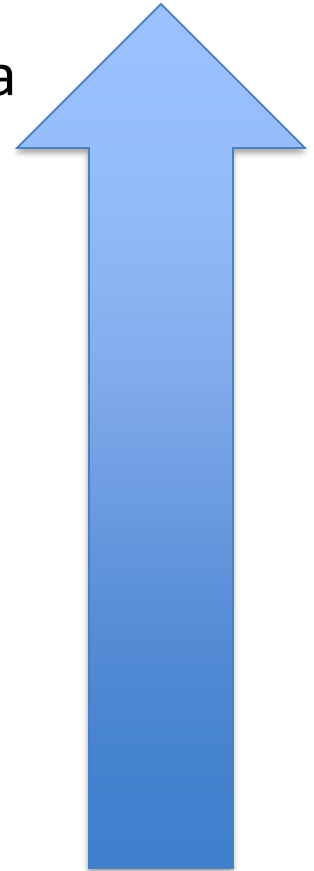
- Job Center Coach
- Event Planner
- Computer Coach
- Graphic Designer
- Photographer
- Adult Literacy Tutor
- Coordinator, After School Programs
- Homework Helper
- Lego Club Leader
- Public Relations Specialist





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



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, outline 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.

Length of Commitment: Minimum six month commitment requested

Benefits of Volunteering:

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, and schedule and oversee 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

Training and Support Provided: Orientation to the library and at least quarterly contact with the Library Director to plan activities, monitor progress and provide problem-solving support.

Time Commitment: Average 8 - 10 hours per month from home around your schedule

Length of Commitment: Minimum one year commitment requested

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:

From the Volunteer Position Description:

What qualifications must this person have?	What benefits will the volunteer receive?
(skills, attitudes, experience, time required)	(Share skills, meet people, gain skills/experience)

How Could We Locate Them?

Who has these qualifications?	Do people like these congregate anywhere?
(a particular profession, age range, educational level, etc.)	(professional association, service club, corporate volunteer program, faith community?)

Personal Connections	Local Recruitment Options	Online Recruitment Resource
Who do we know who knows people like this? Who is the best person to ask?	What local volunteer recruitment options do we have?	What online recruitment options do we have?
(Board member, current volunteer, professional in the	(Volunteer Center; Hands On Network; United Way; local	(Volunteermatch.org; Serve.gov; idealist.org, etc.)

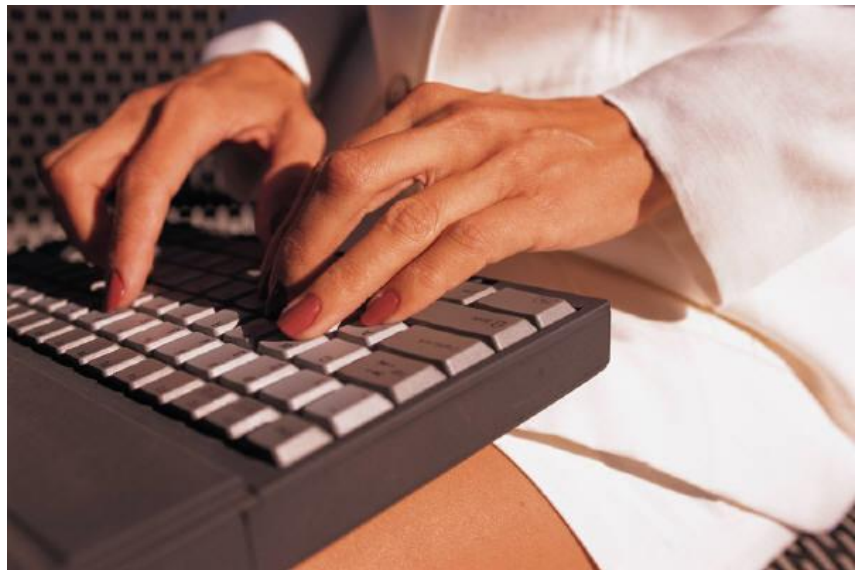


Strategy #3: Engage Volunteers Online

Online Recruitment Sites

Virtual Volunteering

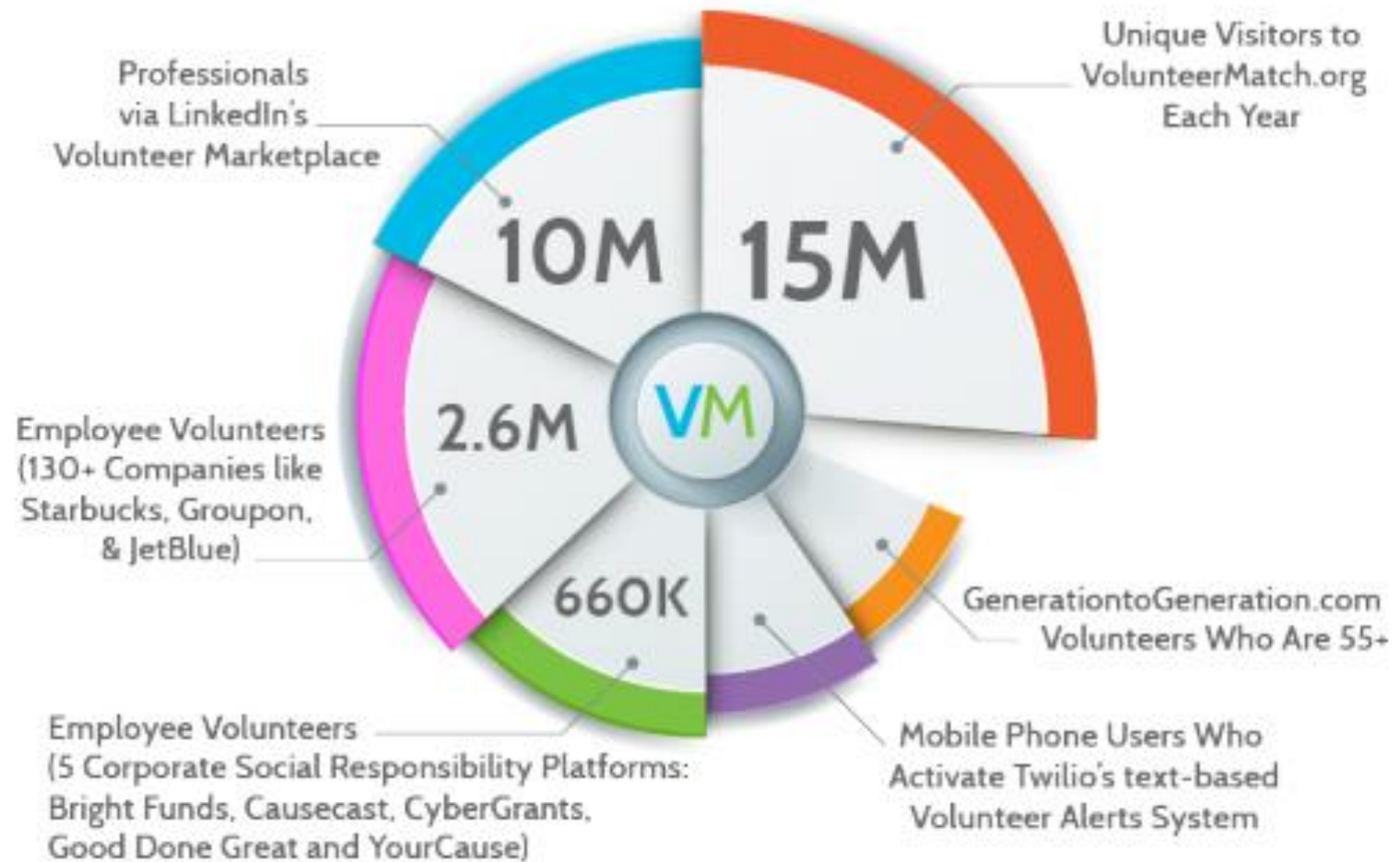
Opens volunteer recruitment
and service opportunities to
people with disabilities



VolunteerMatch “Reach”

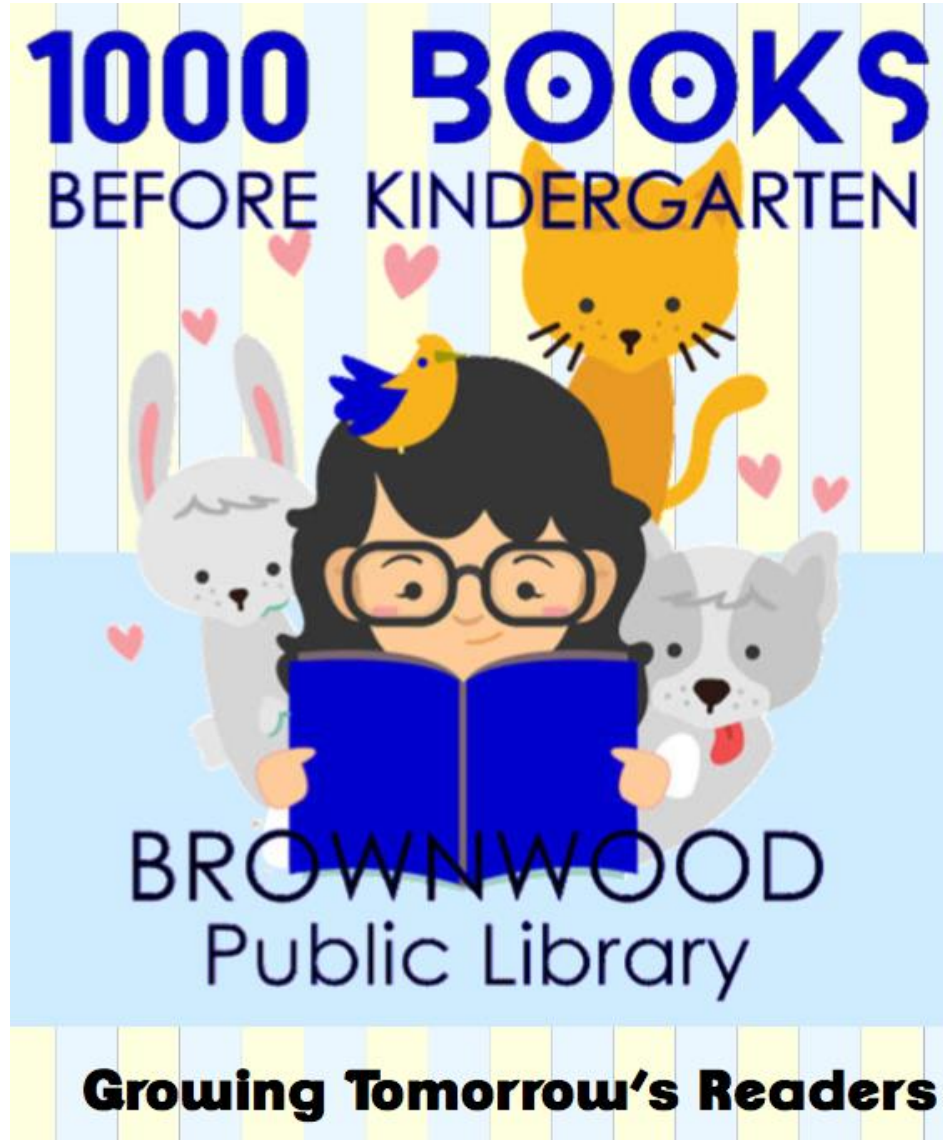
One Opportunity, Unparalleled Reach

Each volunteer opportunity has the ability to reach:



Graphic Design Volunteer

<https://youtu.be/OTvcBqq4Ops>



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





IT Volunteers

<https://youtu.be/86ZWG1uPIRI>

- 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!





Strategy #4: Gain Staff Buy-In

Gaining Staff Buy-In for Volunteer Engagement

Reasons For Staff Concerns	Steps You Can Take to Avoid Problems
Fear of job replacement	<p>Establish official policy on supplementing, not supplanting staff positions.</p> <p>Clearly define roles, involve staff in that process.</p> <p>Engage the union in volunteer engagement planning</p>
Fear of decrease in quality or loss of control	<p>Start small – “pilot” volunteer engagement with one or more staff “Champions” – don’t try to implement everywhere all at once.</p> <p>Involve staff in designing and presenting volunteer training</p> <p>Train staff to be leaders and mentors.</p>
Unclear about volunteer/staff roles	<p>Provide written job descriptions and training for volunteers.</p> <p>Develop agreements between staff and volunteers</p>
Previous bad experience with volunteers	<p>Identify what’s in it for the library.</p> <p>Show job description format and ask for staff help in writing some.</p> <p>Train staff in volunteer engagement practices and delegation.</p> <p>Reassure about careful screening, training, and ability to reassign or terminate volunteers if necessary.</p> <p>Include staff in volunteer interviews</p> <p>Offer your support.</p>
Resent additional workload	Share stories of staff successes with volunteers.



Support for Your Success

- **Get Involved Clearinghouse** – www.getinvolvedclearinghouse.org
- **VolunteerMatch “Tour”** – <https://www.getinvolvedca.org/resource/training-materials/volunteermatch-tour-carla-lehn-0>
- **Free Webinars** – Watch for announcements on the Clearinghouse
 - Oct 24 - *“Where Do I Go From Here? Engage Volunteers in New Ways”*
- **[Bibliography: Library Volunteerism](#)** (doc)
- **State Contacts:**
 - TEXAS: Jennifer Peters, Texas State Library & Archives Commission: jpeters@tsl.texas.gov
 - ARIZONA: Donna Throckmorton, Arizona State Library, dthrockmorton@azlibrary.gov
 - IDAHO: Sue Walker, Idaho Commission for Libraries, sue.walker@libraries.idaho.gov
 - CALIFORNIA: Carla Lehn, clehn@califa.org

Get Involved Clearinghouse

www.getinvolvedclearinghouse.org



[Home](#) [Management Tools](#) [Position Descriptions](#) [Training Materials](#) [Photos](#) [Search](#)

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 storing 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

What's New for September, 2018

August 22, 2018 archived webinar:
[Successfully Managing Library Volunteer Program Changes](#)

What should you do when it's time to change the policies and procedures that govern or guide the volunteers that work with your organization? How can you create a culture of inclusion and get buy-in for those new policies? This training will give you the tools to approach program changes in a strategic way. We will also cover what to do if volunteers either can't or won't adopt the policies, how to manage that situation, and what to do if ultimately you need to ask a volunteer to leave.

What You'll Learn:

- * Theories for change management
- * Pitfalls and challenges around implementing changes in a volunteer engagement program

Upcoming Events

FREE WEBINARS:

September 18 - **Revitalizing Library Volunteer Engagement:**
<https://www.webjunction.org/events/webjunction/revitalizing-library-volunteer-engagement.html>

September 20 - **Re-Energize Your Volunteer Program by Designing Mission Driven Opportunities:**
<http://learn.volunteermatch.org/training-topics>

September 25 - **Creative and Innovative Recognition Strategies for Today's Volunteers:**
<http://learn.volunteermatch.org/training-topics>

Featured Photos



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