Effective Evaluation Strategies for Volunteer Programs

Welcome

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Icebreaker

Introduce yourself to a neighbor and share your favorite positive volunteer story!

Workshop Learning Outcomes

Upon completion of the workshop, you will be able to:
- Outline your volunteer review process
- Develop a volunteer review template
- Implement strategies to evaluate volunteers
- Outline your volunteer program evaluation process
- Gather and analyze data about your volunteer program
- Translate data into an action plan for your program
Evaluating Volunteers and Programs

Volunteering and Volunteer Engagement

Volunteering in America Report:
77.34 million American adults (or 30.3 percent) contributed 6.9 billion hours of volunteer service in 2017.

Independent Sector Report:
$167 billion in economic value in 2017!

Volunteer Engagement:
- A cooperative and collaborative relationship between a volunteer and an organization.
- A strategy that builds organizational capacity through employee and volunteer collaboration and the development of high-impact, meaningful volunteer opportunities that create greater influence and outcome for the organization.

Volunteer Management
- Recruitment
- Placement
- Supervision
- Review
- Recognition
- Retention
- Controlling
Prepared positions only
Volunteering and Volunteer Engagement

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Evaluating Volunteers

Why evaluate volunteers?
- They are expecting you to evaluate their performance
- They seek specific job skills
- Volunteer performance affects outcomes and reputation

Outline Your Volunteer Review Process
Evaluating Volunteers

Outline Your Volunteer Review Process

- Develop position descriptions
- Determine a probationary/shadow period
- Determine volunteer review frequency
- Develop a volunteer review template
Evaluating Volunteers

Outline Your Volunteer Review Process
- Develop position descriptions
- Determine a probationary/shadow period
- Determine volunteer review frequency
- Develop a volunteer review template
  - Statements of expectation/competencies
- Rating scale
  - 3 = Exceeds standard
  - 2 = Meets standard
  - 1 = Needs improvement
  - NA = Not applicable
- Leave room for reviewer feedback
- Volunteer feedback is essential too!
Evaluating Volunteers

Outline Your Volunteer Review Process

- Develop position descriptions
- Determine a probationary/shadow period
- Determine volunteer review frequency
- Develop a volunteer review template
  - Statements of expectation/competencies
  - Rating scale
- Leave room for reviewer feedback
- Volunteer feedback is essential too!
- Ask open-ended questions

Evaluating Volunteers

What if I have too many volunteers to evaluate?

- Evaluations are still needed, but process may look different.

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Department/Timeline

Operations

Adoptions

Outreach
Evaluating Volunteers

What if I have too many volunteers to evaluate?

- Evaluations are still needed, but process may look different.
- Evaluations at intervals
- Volunteer mentors
- Abbreviated review
- Periodic informal evaluation
Evaluating Volunteers

Group Activity:
1. Why is a volunteer evaluation important in this scenario?
2. What are the next steps to take?

Example Scenario:
Joan has volunteered in your outreach department for three years, specifically helping with adult outreach. Six months ago, she transferred to the youth education program where she began facilitating two in-school presentations: bite prevention and responsible pet guardianship. After her last two presentations, you received complaints about Joan from the schools. You learn from speaking with school staff that Joan:
- Has not been wearing her volunteer logo shirt, and instead wore clothes with less appropriate animal welfare messaging about spay/neuter
- Made a child cry by saying he did a bad thing when his family bought their pet instead of adopting
- Seemed confused about the presentation content she was providing

Note: Joan received youth education training but has not received a position description for her role.

Evaluating Volunteer Programs

Your volunteers can only be as good as your program!

Program Evaluation Step-by-Step
- Determine the purpose of your evaluation
Evaluating Volunteer Programs

Program Evaluation Step-by-Step

- Determine the purpose of your evaluation
- Identify existing metrics – benchmarks and KPI(s)
- Consider what could be measured

**What is the IMPACT?**
- ROI
- Mission alignment
- Organization long and short-term goals
- Community connection

- Number of active volunteers
- Hours per volunteer
- Number of dogs walked
- Monetary value of services rendered

Program Evaluation Step-by-Step

- Define your audience (or all stakeholders) for data collection
Evaluating Volunteer Programs

Program Evaluation Step-by-Step
- Decide what information to obtain, and how to obtain it

Program Evaluation Step-by-Step
- Establish timeline and secure resources

Program Evaluation Step-by-Step
- Conduct evaluation

Program Evaluation Step-by-Step
- Analyze the data and interpret the results
Evaluation is Essential!

Effective volunteer and program evaluation strategies can:

- Improve volunteer support and engagement practices
- Increase reliable, skilled support for your organization
- Improve volunteer retention/sustainability
- Increase ability to provide valuable programs and services
- Increase outreach, awareness, and fundraising efforts

Questions?
Contact Information

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Volunteer Engagement Professional (VEP) credential coming soon! Learn more: prosocialacademy.org
Helpful Resources

- Academy of Prosocial Learning – Volunteer Engagement Professional (VEP) Credential: prosocialacademy.org
- Association of Leaders in Volunteer Engagement (ALiVE) – volunteeralive.org
- Energize Inc. – volunteer engagement articles: energizeinc.com
- United Way GMWC – volunteer resource library: unitedwaygmwc.org/volunteer-resource-library
- VolunteerMatch – free volunteer recruitment tool and resources: volunteermatch.org

References


References (cont.)


Thank you!