

**FIRE THAT VOLUNTEER! REINVENTING
VOLUNTEERS IN THE 21ST CENTURY**

PRESENTER:

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**ALBERTA LIBRARY CONFERENCE
JASPER, ALBERTA
APRIL 25, 2013**

SESSION STRUCTURE

*** YOU WILL ACQUIRE INFORMATION TO HELP YOU RETAIN SKILLED, COMMITTED AND SATISFIED VOLUNTEERS/FRIENDS**

*** YOU WILL HAVE AN OPPORTUNITY TO SHARE IDEAS AND HOW BEST TO RETAIN VOLUNTEERS
(Term used interchangeably w/Friends for session)**

*** YOU WILL REVIEW RESEARCH WHICH CAN HELP YOU BETTER UNDERSTAND HOW STAFF AND VOLUNTEERS CAN OPERATE AS A TEAM**

*** YOU WILL REEVALUATE THE COMPOSITION OF THE VOLUNTEER FORCE**

***YOU WILL REEVALUATE THE ROLES OF VOLUNTEERS/FRIENDS**

OUTCOMES

- * YOU WILL BUILD ON YOUR VISIONING
- * YOU WILL BECOME AWARE OF VOLUNTEER VALUE AND CONTRIBUTION
- * YOU WILL SEE THEM AS INDIVIDUALS MEETING PERSONAL NEEDS
- * YOU WILL AGREE ON A PROFILE FOR VOLUNTEERS IN THE 21ST. CENT.

A VOLUNTEER PROFILE

VOLUNTEERISM CHANGES THROUGHOUT OUR LIFECYCLE

- Priorities Change Based On School, Work and Family Demands

TODAY'S VOLUNTEER IS DIFFERENT

- More Goal Oriented
- Greater Structure in School, Work, Family, and Social Lives
- More Mobile, Tech Savvy, Value Autonomy, and Have Multiple Interests and Roles In Community

VOLUNTEERING IS A 2-WAY RELATIONSHIP

- Expressing Mutual Needs, Negotiating and Meeting Them

MAJOR RESEARCH FINDINGS (2010-11)

ALBERTA HOURS ARE HIGHER THAN NATIONAL AVERAGE

5.3 % ALBERTANS VOLUNTEER IN LIBRARIES

72.3 % ALBERTANS VOLUNTEER

MORE WOMEN VOLUNTEER BUT MEN CONTRIBUTE MORE HRS.

2/3 EXPERIENCE MIN. ONE NEGATIVE EXPERIENCE

20% USE THE INTERNET IN VOLUNTEER ACTIVITIES

58% YOUTH VOLUNTEER (15 - 24 YRS.)

PEOPLE LIKELY TO VOLUNTEER IF VOLUNTEERED IN YOUTH

HIGHER IN RURAL AND LESS IN URBAN REGIONS

**VOLUNTEER ALBERTA/CANADA RESEARCH
STAFF VOLUNTEER FLAG SIGNALS**

MOTIVATED TO MAKE A COMMUNITY CONTRIBUTION (96%)

SEARCH FOR CHANGE IN LATER LIFE

PEAKS IN MID-LIFE BUT DECLINES WITH AGE

BECOME INVOLVED WHEN SOMEONE ASKS (44%)

VOL. GOALS SHOULD BE ALIGNED WITH LIBRARY'S

MOST LIBRARIES DON'T TAP INTO VOL. SKILLS

VOLUNTEERING INCREASES WITH EDUCATION

STAY BECAUSE WORK IS PERSONALLY RELEVANT

OPPORTUNITY FOR PERSONAL/PROFES. ADVANCEMENT

BABY BOOMERS CONTRAST W/VOLUNTEERS

VOLUNTEERS ARE NOT EMPLOYEES

A VOLUNTEER SERVICES HANDBOOK IS ESSENTIAL

REWORKING POLICIES AS LIBRARY EXPECTATIONS

CLARIFICATION ON GENERAL RULES AND DEPT. GUIDES

USE ALL MEANS OF COMMUNICATION

**VOLUNTEER ALBERTA/CANADA RESEARCH
VOLUNTEER REFLECTIONS & UNDERSTANDINGS**

VOLUNTEERS ARE FRIENDS - INDEPENDENT/ ARM'S LENGTH

AMALGAMATING VOLUNTEERS/FRIENDS

FOCAL AS SUPPORT & RESOURCE

2010 FOCAL SURVEY - 389 FRIENDS GROUPS

CORRELATION BETWEEN POPULATION SIZE & FUNDS RAISED

HALF ALBERTA FRIENDS (56) BELOW 10,000 POPULATION

BARRIERS IMPACT ON SUCCESS

2/3 VOLUNTEERS HAD MIN. ONE NEGATIVE EXPERIENCE

VOLUNTEERS WANT NEEDS MET

SKILLS SOMETIMES NOT ADEQUATELY USED

EFFORTS MAY NOT BE MAKING A DIFFERENCE

WHAT VOLUNTEERS WANT MAY NOT BE WHAT STAFF WANT

VOLUNTEERS LOOK FOR DIRECTION

WANT CLEAR EXPECTATIONS ON TIME, TASK, TRAINING

INTERPRET RULES BASED ON EXPERIENCE

LOOK TO SUPERVISORS FOR CLARIFICATION

VOLUNTEERS WANT COMMENDATION AND AWARDS

WANT IT TO BE FUN!!!

SOURCE - Driggers, Preston and Dumas, Eileen. Managing Library Volunteers. Chicago: American Library Association, 2011.

**BOOMERS CREATE A CHALLENGE
(HARVARD SCHOOL OF PUBLIC HEALTH STUDY)
DEFINITION - Born Between 1945 - 62 (2007)**

**TO LEAD - INSPIRE & CHANGE WORLD AGAIN
CAN'T PREDICT NEEDS**

APPROACH SECOND HALF OF LIFE AS BEGINNING

LOOK FOR SOCIAL/INDIVIDUAL RENEWAL

LOOK FOR DEEPER MEANING TO ACTIVITIES

LOOK FOR AVAILABILITY OF OPTIONS

BRIDGING DISCONNECTION BETWEEN INTENT-PARTICIPATION

REQUIRE CONVINCING OF IMPACT ON MISSION

PROVIDE CLEAR EXPECTATIONS ON TIME, TASKS, TRAINING

ADDING BOOMERS MAY BE PROBLEMATIC

RETENTION HIGHER FOR THOSE IN PROFES. & MANAGEMENT

DEVOLUNTEERING AS AN OPTION

VOLUNTEERS ARE WONDERFUL BUT ????????

PROCESS MUST BE IN PLACE IF ????????

DOCUMENTATION IS MANDATORY

VOLUNTEERS/FRIENDS MUST UNDERSTAND PARAMETERS

DEVOLUNTEERING SUPPORTS VOLUNTEER ROLES

**WRAP – UP
WHAT LIBRARIES SOMETIMES FORGET**

REFLECTION AND NEW UNDERSTANDINGS ARE REQUIRED
VOLUNTEER WHEN FEEL ORGANIZATION WELL MANAGED
EXAMINE RECIPROCAL RELATIONSHIPS
OPPORTUNITIES MUST REFLECT WHAT STAFF NEEDS
AND.....WHAT VOLUNTEERS LOOK FOR

**NON-RESPONSE TO NEW TRENDSPREVENTS ACCESSING TIME /SKILLS OF HIGHLY
MOTIVATED AND TALENTED**
NON-RESPONSE TO NEW TRENDS LIMIT FUNDRAISING WINS
MUST REEVALUATE ROLE OF FRIENDS, VOLUNTEERS & B/B'S

RETHINKING OF VOLUNTEER/FRIENDS AND B/B'S AS GROUP
TO CATCH B/B MUST RE-THINK & REIMAGINE THEIR ROLES
B/B'S MUST TAP ON SKILLS & MAKE OWN SWASH
VOLUNTEERS ARE NOT EMPLOYEES

**THE 21st CENTURY VOLUNTEER
WHAT WE KNEW WHEN WE STARTED
TODAY'S VOLUNTEER PROFILE**

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FUTURE ??????