

2009 National Extension Conference on Volunteerism
Personal Readiness – Tuesday, April 28, 2009 – 3:30 p.m. – 5:00 p.m.

Research Presentation 1 (R T 1):

Redefining Contemporary Terminology, Motives, Roles, Marketing Preferences, and Recruitment Strategies for Multi-Generational Volunteers

Ken Culp, III – Kentucky

Ken.culp@uky.edu

A series of focus groups were conducted, composed of members of the Mediator, Boomer, Gen X and Millennial generations. The purpose of this inquiry was to determine current preferences for contemporary volunteers. These preferences included the most appealing terminology, the types of preferred volunteer roles, motivational influences impacting the decision to serve, preferred supervision styles, and appealing marketing messages.

Workshop 1 (W T 1):

Engaging Volunteers through new Technology and Social Media

Jerold R. Thomas – Ohio

Thomas.69@osu.edu

Learn how to engage volunteers using new social tools like blogs, Twitter, MySpace, and podcasts. Discussions, hands-on learning, and a detailed workbook/collaboration site are provided. Li and Bernoff's POST process is used to help educators to first focus on the people affected, then the objectives and strategy needed for engagement or education, and then deciding the appropriate technology to use.

Workshop 2 (W T 2)::

Getting Extension Professionals and Volunteers on the Same Page

Sue Pleskac (Wisconsin) and Rod Buchele (Kansas)

Sue.pleskac@ces.uwex.edu

Getting professional paid staff and volunteers on the same page affects program impact. Using the work of Dr. Jim Rutledge, this workshop will provide insight into the relationship between paid staff and volunteers. It will focus on stages of career development of paid staff and the potential outcomes that can be reached as relationships with volunteers change.

Workshop 3 (W T 3):

Are You and Your Program Ready for Volunteers?

Doug Swanson (Nebraska)

Dswanson8@unl.edu

Whether you are new to the world of volunteers or have been involved for a long time, "are you ready?" is always a relevant question. Come explore some of the most current resources in volunteerism. Participants will develop a personal philosophy of volunteer involvement, assess their readiness, and develop a plan to advocate for volunteerism.

**2009 National Extension Conference on Volunteerism
Organizational Readiness – Wednesday, April 29, 2009 – 8:30 a.m. – 10:00 a.m.**

Research Presentation 1: (2 - 45 minute segments) (R W 1):

A) An Evaluation of the Overnight Chaperone Program: Utilizing Risk Management Tools and Training to Protect Youth and Adults in Overnight Settings

Todd Tarifa, Janet Fox, Lanette Hebert, Karen Martin, Mark Tassin – Louisiana
tatarifa@agcenter.lsu.edu

Two hundred and forty-eight volunteers responded to a mixed model 33-item survey exploring the effectiveness of an Overnight Chaperone Program. Participants reported gains in understanding of subject matter – rated the highest gains in understanding how to create a positive youth environment. Participants scored both the highest and lowest on aspects of discipline, health, and safety.

B) Volunteer Engagement in After School Learning Opportunities

Patricia C. McGlaughlin - Illinois
patm@illinois.edu

Where and how youth spend their time outside of school hours has a tremendous impact on their development. 4-H youth development professionals can play a key role in elevating the quality of after school programs. Volunteer engagement in after school learning opportunities builds the capacity for volunteerism in paid staff supporting three elements of 4-H PRKC – organizational readiness, engagement of volunteers, and education of volunteers.

Workshop 1: (W W 1):

Get It Right From the Start: Developing Volunteer Policies

Bobby Fletcher, Ann Coulon, Janet Fox, Karen Overstreet, and Todd Tarifa – Louisiana
bhfletcher@agcenter.lsu.edu

Does your organization send a fair, consistent message to volunteers? A volunteer policy is the foundation on which an organization's involvement of volunteers should be based. It forms a consistent, cohesive basis of a volunteer program and all the elements in your organization that affects volunteers. A volunteer policy demonstrates an organization's commitment both to its volunteer program and to its individual volunteers.

Workshop 2: (W W 2):

Volunteer Screening: Where Are You in the Process?

Melinda States, Sheri Seibold, and Judy Taylor – Illinois
mstates@illinois.edu

Participants will enjoy a variety of involvement methods as they identify current screening procedures, review available screening tools, and analyze role descriptions for degree of risk. They will practice applying the volunteer screening tools we will present to them. Real situations and case studies will make them aware of potential scenarios and practical solutions that work.

Workshop 3: (W W 3):

Return of the Volunteer Naturalist: Innovative Engagement in Natural Resources Outreach and Service Programs

Elizabeth Haynes (Illinois), Amy Rager (Minnesota), and Becky Pfeifer (Purdue)
ehaynes@illinois.edu

Master Naturalist programs across the nation are developing corps of dedicated, knowledgeable citizens who perform many hours of natural resource-related service to local communities. Find out how these programs are developing, growing, and evolving in Minnesota, Indiana, and Illinois and how they share resources across the nation. Join us to learn how you can replicate the Master Naturalist program and develop engaged environmental stewards.

**2009 National Extension Conference on Volunteerism
Engagement of Volunteers – Wednesday, April 29, 2009 – 10:30 a.m. – 12 noon**

Research Presentation 1: (R W 2):

Volunteer Recruitment of Boomers and Campus Alums and Retirees

Kathleen Chatwood, Shirley Mietlicki-Floyd – Massachusetts

Chatwood@umext.umass.edu

University of Massachusetts Extension's survey of Boomer and campus professional alums and retirees debunks commonly held assumptions about this age cohort's interests in volunteering. It presents motivators, preferred skills, roles and types of organizations, recruitment strategies, organizational structures, marketing appeals, incentives and staffing structures this Boomer and campus cohort prefers, and offers participants the survey template and sample recruitment materials.

Workshop 4: (W W 4):

Board Transformation: How to Take Your Board from Barely Functioning to Fantastic

Jennifer Zaniewski, Jennifer Sirangelo – National 4-H Council

jzaniewski@fourhcouncil.edu

This workshop will equip participants with a blend of board development, volunteer management, and fundraising skills, enabling them to be agents of change in building the right board for their program's needs. While it is designed to meet the needs of 4-H professionals working with governing and fundraising boards, Extension professionals from all disciplines with board development responsibilities will find this session of value.

Workshop 5: (W W 5):

Volunteers: How to Catch Them and Keep Them

Rebecca M. Fint-Clark – West Virginia

Becca.fint-clark@mail.wvu.edu

Many organizations require volunteers in order to get the most out of their activities and programs. This workshop will utilize audience participation to discuss recruiting and retaining volunteers for all types of programs and activities. The workshop will explore why people feel a need to volunteer and the importance of ensuring that people will continue volunteering with your organization. In addition, the instructor will give practical recruitment and retention tips to add success to any program.

Workshop 6: (W W 6):

Episodic Realities in Contemporary Volunteer Management

Harriet Edwards – North Carolina

Harriett_edwards@ncsu.edu

Episodic volunteering is a reality. With limited personal time and increasing professional and personal demands, individuals are looking for meaningful engagement in short term assignments. The focus of this session will be assessing the various roles in Extension programs for episodic volunteers, and designing systems to allow for involvement that is meaningful for the volunteer and for the program.

**2009 National Extension Conference on Volunteerism
Education of Volunteers – Wednesday, April 29, 2009 – 1:30 p.m. – 3:00 p.m.**

Workshop 7: (W W 7):

“Risky” Business is Everybody's Business

Rene Mehlberg and Sue Pleskac – Wisconsin

Rene.mehlberg@ces.uwex.edu

This session will build on your current base of risk management knowledge. Take this opportunity to gain more in-depth knowledge and apply best practices in risk management as you plan Extension programs and events. You will leave with tools to share with colleagues, community partners, and volunteers back home.

Workshop 8: (W W 8):

Through the Eyes of a Child: Embracing Diversity and Special Needs

Marilyn K. Lesmeister, Carolyn Ashton – Oregon

Marilyn.lesmeister@oregonstate.edu

Review qualitative data from youth with special needs, that can inform development of Extension youth programs and volunteer development. Discuss educational resources, lesson plans, situational statements, federal mandates, and current practices that will contribute to helping volunteers gain competence and confidence in working with diverse youth audiences, especially those with special needs.

Workshop 9: (W W 9):

FUNdamentals of Youth Development

Cody Stone, Roni Baker, and Melody Harris – Montana

cstone@montana.edu

The FUNdamentals of Positive Youth Development is an experientially based training curriculum focuses on research-based principles of working with youth audiences. This interactive program will provide an overview of curriculum, how it was developed, and how it is implemented. Participants will engage in experiential activities from the curriculum and discussions of facilitating the experience.

Workshop 10: (W W 10):

Shakin' Things Up: A Journey to Create a Great Volunteer System

Judy Levings, Jane Hayes-Johnk, Brenda Spurgeon, Chris Gleason - Iowa

jlevings@iastate.edu

Learn how Iowa “shook things up” to strengthen the 4-H club program through the development and management of its volunteers. In this session you will take a journey learning how the curriculum or program development process works to make positive impact on the program. Stops on this journey will include a visit to survey monkey, a logic model, webcasts, communications and leadership hands-on learning modules, Moodle, and back to survey monkey. We will also share with you how this significant change to leader training was done with minimal controversy and how we are working to continuously improve our system to train volunteers.

**2009 National Extension Conference on Volunteerism
Sustainability of Volunteer Efforts – Thursday, April 30, 2009 – 8:30 a.m. – 10:00
a.m.**

Research Presentation 1: (90 minute segment) **(R Th 1):**

Engaging Extension Volunteers Across the Generations

Rachelle Vetter – North Dakota

Rachelle.vetter@nds.edu

Today's extension professionals communicate, cooperate and collaborate with people from all walks of life. Successfully engaging diverse volunteers in our extension programs can sometimes pose a challenge. Come discover what new research has revealed about effective practices for volunteer recruitment and retention of Millennials, Gen X, Baby Boomers, and post-career populations.

Research Presentation 2: (90 minute segment) **(R Th 2):**

Documenting the Impact of Volunteers on 4-H in the North Central Region

Julie Chapin – Michigan

chapin@msu.edu

Workshop 1: (W Th 1):

Building a World Class Fundraising Board

Jennifer Zaniewski, Jennifer Sirangelo – National 4-H Council

jzaniewski@fourhcouncil.edu

“Building a Work Class Fundraising Board” will blend skill-building in board development, volunteer management, and fundraising, enabling participants to come away ready to create and sustain the right fund raising board for their organization's program's needs.

Workshop 2: (W Th 2):

“You Will Be Recognized” – Fun Recognition Ideas

Marianne Kerr – Alaska

Anchorage.4h@uaf.edu

Volunteers who feel recognized and appreciated feel a positive alliance with the organization. This positive attitude can be passed to potential volunteers and be a factor in increased volunteer retention. This session will demonstrate recognition ideas that can influence volunteer appreciation, retention and recruitment, and ultimately impact program stability and growth.

Workshop 3: (W Th 3):

Effectively Tracking Volunteer Efforts to Accurately Report Program Outcomes to Stakeholders

Bobby H. Fletcher Jr., Todd Tarifa, Debra Davis, Mark Tassin – Louisiana

bhfletcher@agcenter.lsu.edu

The LSU Agricultural Center has made great strides in organizational readiness by building and maintaining an internet based volunteer management system that has added validity to reporting volunteer efforts to our stakeholders. In addition, a new web based educational program has been developed to increase competencies of our volunteers so they are better equipped to deliver all Extension programs.

Educational programs of the Kentucky Cooperative Extension Service serve all people regardless of race, color, age, sex, religion, disability, or national origin.