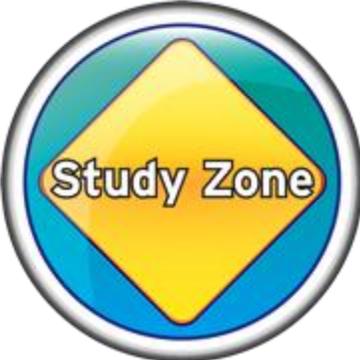


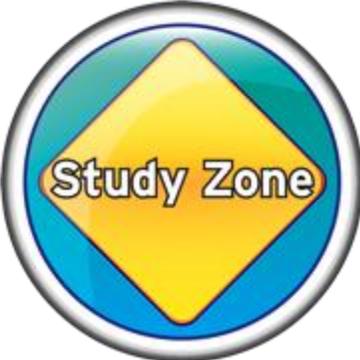
Volunteers: A Balance of Resource and Relationship

Terry Claypool
Manager, Staffing Support Services
King County Library System

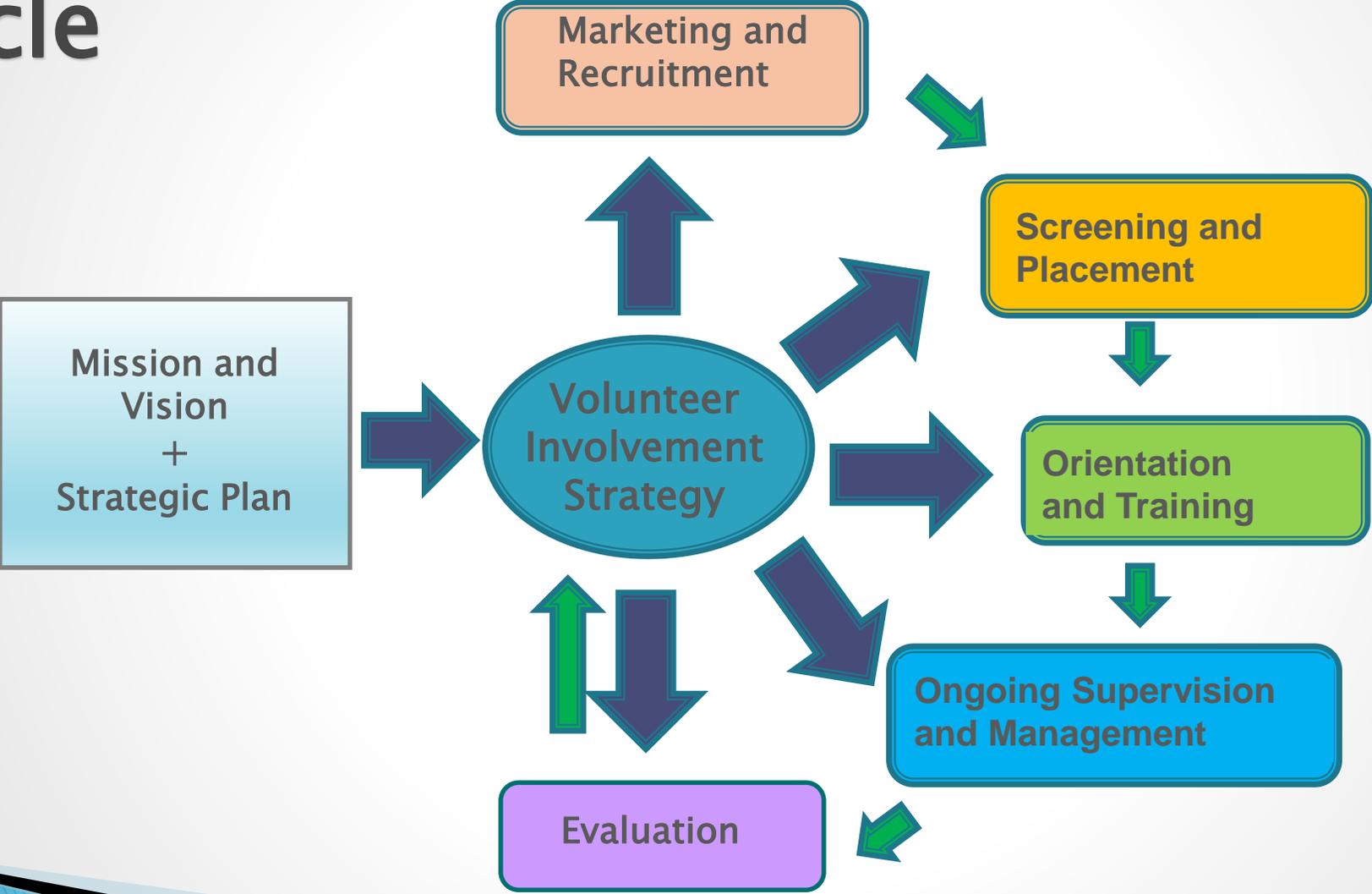
KCLS Volunteers



KCLS Volunteers



Volunteer Management Cycle



Definitions

re · source

- a source of supply, support, or aid, especially one that can be readily drawn upon when needed.

re·la·tion·ship

- an emotional or other connection between people.

Balance

Resource

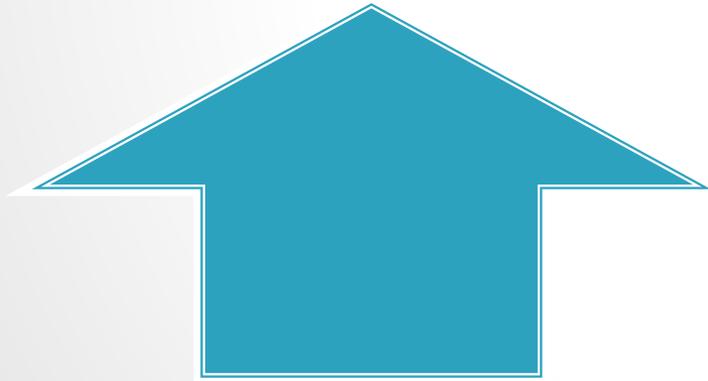
- ▶ Inanimate
- ▶ Mass produced
- ▶ Dependent
- ▶ Acted upon
- ▶ Supports the Organization

Relationship

- ▶ Human resource
- ▶ Individual
- ▶ Independent
- ▶ Interactive
- ▶ Supports the Organization

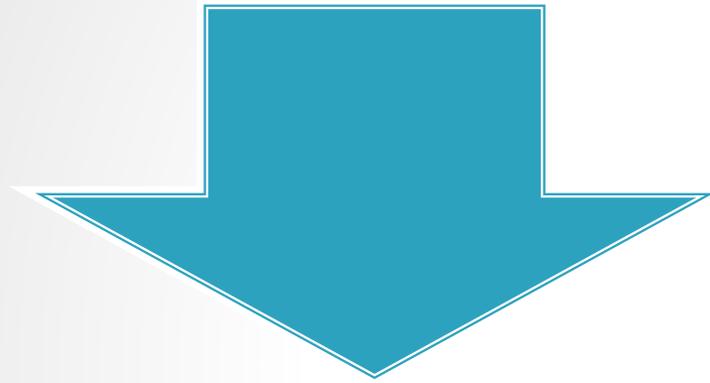
Balance

Resource

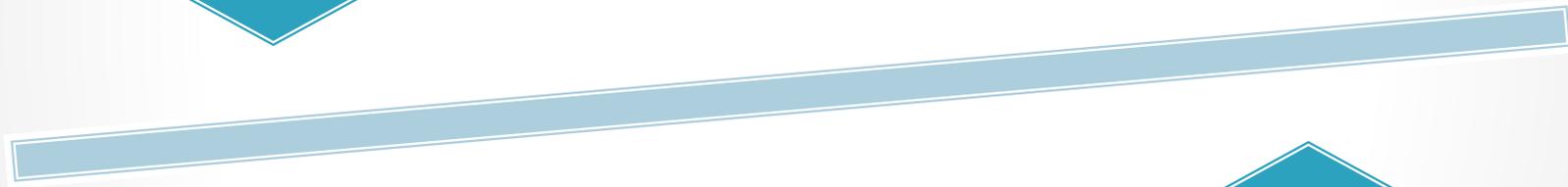


Relationship

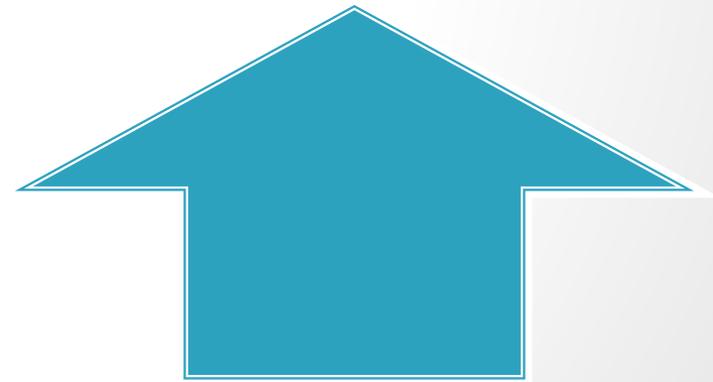
Balance



Relationship



Resource



Volunteer Archetype

Freely motivated

Excellent
communicator

Positive
Attitude

Available

Willing to do for
free what staff
doesn't want to do
for pay

Self learner

Highly
educated

Sixth sense of
how to help

Always reliable

Always responsive

Library advocate

Volunteer Program Archetype

Organization's View

- ▶ Infrastructure in place
- ▶ Administration fully supports
- ▶ Meets all audit points
- ▶ Staff fully understands and supports
- ▶ Aligned with mission
- ▶ Well defined opportunities
- ▶ Well kept records
- ▶ Regular evaluation

Volunteer's View

- ▶ Easy to navigate
- ▶ Obviously welcoming
- ▶ Accepts everyone who is interested
- ▶ Clear impact on library mission
- ▶ **Adaptable to my needs**

Motivation

- ▶ Of 3,241 applicants
 - Community Service: 31%
 - School: 27%
 - Court ordered: 4%
- ▶ Of 389 responses from TechTutors, Talk Time, Citizenship
 - Helping Others/Giving Back: 51%
 - Use my skills: 25%
 - Gain skills/ Support career goals: 20%

Meeting Motivational Needs

- ▶ Range of time commitments
 - Volunteer agreements: set expectations
- ▶ Flexibility to work as groups
- ▶ Reference letters
- ▶ Recognition and thanks

Being Welcoming...

- ▶ Libraries highly visible and approachable
- ▶ More interest than available opportunities
- ▶ Higher interest in some opportunities than others

...but firm.

Turning people away requires knowing our capacity for the resource so we can “sell the no” without hurting our relationship.

Anticipate FAQs and Needs

- ▶ I need 40 hours by the end of next week.
- ▶ Can I start tomorrow?
- ▶ Do you take teens under 14?
- ▶ How do I apply?
- ▶ I'd like to read to children.

Don't Wait, Cultivate!

Language Fluency	Hours	Volunteers
Chinese/Cantonese/Mandarin	7,630	166
Korean	4,865	81
Spanish	3,999	95
Hindi	3,185	73
Vietnamese	2,774	61
Russian	1,139	30
French	727	15
Tagalog	723	19
Japanese	701	12

Don't Wait, Cultivate!

Language Fluency	Hours	Volunteers
Arabic	310	6
Kurdish	54	1
Burmese	161	3
Chin Zomi	72	1
Nepali	492	11
Somali	288	9

Record Keeping

Bringing on volunteers is HR on overdrive

- ▶ Highly staff-intensive
- ▶ Relationship trumps process for library staff
- ▶ Process trumps relationship for program coordinators

Software should support your process

- ▶ More steps is not better
- ▶ Paper method still rampantly preferred by staff

The right question is,
'What is the relationship between the
number of hours of volunteer time that
we consumed, related to the value of
what got accomplished?'

Tony Goodrow, The Scarce Resources Model

Return on Investment

Which is better?

Library A

- ▶ 3,811 Volunteer Hours
- ▶ 60 volunteers
- ▶ 64 average volunteer hours/month
- ▶ 5.33 average hours/month/volunteer

Library B

- ▶ 3,622 volunteer Hours
- ▶ 101 volunteers
- ▶ 36 average volunteer hours/month
- ▶ 3.00 average hours/month/volunteer

Tune in next year...

Resources

- ▶ Tony Goodrow: The Scarce Resources Model; www.volunteer2.com/ROI
- ▶ Success with Library Volunteers, by Leslie and Glen Holt
- ▶ Canadian Code for Volunteer Involvement www.volunteer.ca
- ▶ tclaypool@kcls.org or volunteer@kcls.org
- ▶ www.kcls.org/volunteer

Questions and Discussion