**Library Volunteer Leaders - Notes**

**10-26-22 1:30 EST**

Host:  Wendy Johnson, MPA, CVA, The Indianapolis Public Library, wjohnson@indypl.org

Meetings will be held every Wednesday at 1:30 EST for an hour until further notice. We’ll use the same Zoom link each week. Please share the link with fellow library volunteer leaders. All are welcome.

Zoom: <https://us02web.zoom.us/j/85199850785?pwd=WHorb3h2ckgvZjhZT1BOVWxEMzhlZz09>

Meeting ID: 851 9985 0785

Access Code: Volunteer

# News

* October 19, no notes – Thank you Wendy McClure for lending us your expertise and superb facilitation skills!
* **Big Talk from Small Libraries** – Consider submitting a proposal to present at this online conference! Proposals are due by December 16.<http://nlcblogs.nebraska.gov/bigtalk/call-for-speakers/>
* **2023 Volunteer Management Progress Report Survey:** The Back to Business Edition. Conducted by VolunteerPro. The survey closes on 11/22 at 11p EST. <https://volpro.net/volunteer-management-progress-report/>

# **Topics Discussed**

**Free Images for newsletters, social media posts, etc.**

* Canva
* Piktochart
* Google for nonprofits

**How do you handle hosting other programs in the library?**

Specifically, people who are providing a service to the library patrons and guests; lawyers, Notary, social services, etc.

* When are these folks volunteers and when should they have an MOU?
* An MOU is valuable for setting expectations – even if the person will not be paid by the library. Establishes their commitment to a schedule, library advertising, solicitation policy, etc. Any service where an appointment with the public is made gets an MOU.
* In Marcia’s system the read-to-dogs program was moved out of volunteer services to programming. Now they have an MOU.

**Notary – library staff**

* As a group we are across the board. Some absolutely no, others with LOTS of notaries available for free.

**Recap of the AL!Ve Hybrid Conference (Thank you Tammy)**

Speaker: Veronica Deally

* Why Volunteers Deserve Their Own Annual Report
* Use images, capture stories, only use 1-2 fonts, 3 colors,
* Demonstrate program growth, contribution to core values
* Show Call to Action
* To gather stories, Focus on the top 3 volunteer activities. Ask “What does the work of volunteers do to free you up to do?”

Speaker: Adam Shilling

* What’s In It For Them? Persuading Leaders and Decisions Makers
* Mission Matrix Map
* Align with core mission, scale (# served), Depth (frequency)
* Quantitative data doesn’t make the decision. It allows us to have a discussion.
* Don’t use extreme examples. Set realistic expectations by telling the everyday impact.

Speaker: Tony Goodrow

* The Relative Impact Model for Measuring the ROI of Volunteer Engagement
* A different view of volunteer time and availability.
* Scarce resource = Volunteer time. So spend it just like money
* Example: California Roles & Goals: participants established goals at the start, then measured progress at 6 months. For instance: a participant wanted to be able to read to their child. At the end of 6 months were they able to achieve their specific goal? <https://libraryliteracy.org/for-coordinators/roles-and-goals/>

**Impact on the volunteers who participate**

* Social skills, Health, Etc.
* Should we include the impact ON the volunteer and the organization in the position description?
* Maybe include “skills learned”, “impact” & “benefits”
* Example: Shelving improves the customers’ experiences: easier to find, displays are “selling” the books, faster turnaround time for materials
* Collect data to calculate the Net Promoter Score. One of many resources: <https://www.netpromoter.com/know/>
* Reading Buddies: JOB IMPACT: This position provides support to young customers by developing strong reading skills, allowing them to pass the 3rd grade reading test required to pass into the next grade level. Research shows that each session can increase the test score by 0.7 points.

**Corporate Impact**

* Measuring to strengthen relationship and value of time/energy spent by corporation
* Example: a corporate team taught computer classes. The impact was measured by the money that would have been spent if the students has gone to the community college for the same classes.

How could the impact be measured against the students’ goals?

**Thoughts about what/why/when to measure**

* Conducting impact studies is a time-consuming activity. Many of us do not have the capacity to trap and report on EVERY thing our volunteers do.
* Should we be trapping the impact on activities that are “part of doing business as a library” (i.e. Collection Support)? Should we be using our resources for the business?
* OR should we be focusing our energy on the unique things happening in our system…the pilot projects.
* Ask staff to talk about the value of volunteer work to obtain stories
* Focus on things that change…the outcomes.

# **Future Topics**

* Annual Report / Impact Report: How do you get more involved in your organization’s annual report? What do you show? How do you add this to your “to do” list without adding more work? What interactive way could you showcase your data (GIS maps, Reels, TicToc, etc.)?
* Our leadership role, what new things are we doing? Resources to share? (encore)
* Strategic planning - 3 and 5-year plans – looking for a speaker
* Strengths Finder, DISC, and other personality evaluation tools… why they might be valuable to you. (Amber B.)
* Current research reports and studies
* Designing staff training

# **Booklist!**

Please send Wendy J. the titles and authors for 1-2 volunteer-focused or leadership books that you have found to be of value or are on your “waiting to read” list. Send along your fun titles, too!

* *The Power of Moments*
* *From Library Volunteer to Library Advocate: Tapping into the Power of Community Engagement* by Carla Campbell Lehn
* *The Complete Volunteer Management Handbook* by Rob Jackson, Mike Locke, Dr. Eddy Hogg, and Rick Lynch
* *The (Help!) I-Don’t-Have-Enough-Time Guide to Volunteer Management*
* *From the Top Down: The Executive Role in Successful Volunteer Involvement* by Susan J. Ellis
* Here's a link to my [Carla] annotated bibliography on volunteer engagement: <https://getinvolvedclearinghouse.org/training-materials/bibliography-volunteer-engagement>
* *The Volunteer Management Handbook*, edited by Tracey Daniel Connors
* *Think Again* by Adam Grant (currently reading – Sue)
* *Lessons from the Mouse*. A Disney management book
* *Help! I don’t have enough time! Guide to Volunteer Management* <https://www.energizeinc.com/store/help_i_dont_have_enough_time_guide_volunteer_management>

## **Training Opportunities & Resources**

* Volgistics National Peer Group – online – 2nd Tuesday of the month – free!

FMI contact Jessica Link, linkj@crlibrary.org.

* Better Impact User Group – online – 1st Tuesday of every month, 2p EST/11a PST – free!

<https://us02web.zoom.us/j/86131303138?pwd=RlBWN2U4SWpZZEdXNEhOem9uTUZJdz09>

Meeting ID: 861 3130 3138

Passcode: 240307

* Join the [GetInvolved ClearingHouse](https://getinvolvedclearinghouse.org/) listserve by emailing Carla, at clehn@califa.org. Fabulous resource with samples, weekly news & updates.<https://getinvolvedclearinghouse.org/>