

Volunteer Recruitment, Development and Retention

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Region: South Circle which primary base program it addresses - 4-H

Sources where issue surfaced: **Method Selected**

Texas Community Futures Forum
Other: 4-H Clubs/Club Leaders

What is the issue/problem?

Marketing and Recruitment needs to be better developed and continuous; need to be better equipped train and support a “core of volunteers” need to lead each successful youth educational program in order to retain our valuable volunteers thereby improving our club programs (both adult and youth volunteers)

Problem size and scope? (How many people does it affect? How wide spread?)

Widespread, across countries and districts. It affects all club programs and ultimately affects the success of our clubs and programs. It also affects our volunteer recruitment and retention

Problem severity? (How serious is this issue?)

High

Description: These issues are critically important to the current and future successes of our youth educational programs.

Target Audience? (Who does the problem impact and how many?)

Current and potential volunteers of all ages

What are some general characteristics of the audience this program targets?

Interest in working with kids, passion for teaching and education, interested in learning new skills, generally good organizational skills, outgoing, giving back to the community and personal satisfaction. Need to have the skills in teaching, role management, marketing recruitment

Section 2. Response

Response refers to how Extension intends to address the issue by developing an educational program.

State the goal of the program.

Recruit, equipment and support an adequate volunteer base to support and expand a superior 4-H program

State the outcome objectives. These are the objectives that describe the intended results of a program (e.g. attitudes, knowledge, skills, adoption of practice/technology, change of behavior).

| Client Change | At the end of this program, will.... |
|---------------|---|
| Knowledge | increase knowledge on... Participants increase their knowledge in their specific subject matter/area of expertise and increase their abilities in transferring this knowledge into sequential learning events and the club level |

| | |
|------------------------|--|
| <i>Skills</i> | develop skills.... Volunteers will increase their skills in volunteer management, team work and team building, conflict resolution as well as inclusion |
| <i>Attitude</i> | change their attitudes pertaining to... |
| <i>Behavior Change</i> | adopt.... |
| <i>New Technology</i> | adopt.... |
| <i>Best Practice</i> | adopt |

Program Design.

| Topic (Subject Matter) | Existing Resource(s) | Contact Person(s) |
|---|--|--|
| The philosophy and mechanics of successful teaching | Master volunteer handbooks (first sections of 4-H shooting sports, etc.) Website Commercial book "successful coaching" | Dr. Ron Howard and various others 4-H specialists |
| Development of a lesson plan | | |
| Building sequential learning experiences into your projects | | |
| Recruitment and marketing of potential volunteers | How to start a 4-H club | |
| Volunteer Management | | |

Section 3. Results

| | |
|----------------------------|--|
| Client Change Level | Sample Questions (Review the objectives section to help place questions or statements in the space below) |
|----------------------------|--|

| | |
|------------------------|---|
| <i>Knowledge</i> | Pre and post tests (knowledge of teaching, volunteer management, etc.) Would you feel comfortable teaching this information to 4-H ers? Would you feel comfortable teaching this information to new leaders? Are you sufficiently equipped to market this project to a potential leader? |
| <i>Skills</i> | Can you match this instructional method of the action being taught? Do you feel prepared to modify the material to different age groups (age appropriate teaching, boys vs girls) Communication skills |
| <i>Attitude</i> | |
| <i>Behavior Change</i> | |
| <i>New Technology</i> | |
| <i>Best Practice</i> | |

Economic Indicators: Are there economic indicators that can be measured concerning this issue?

YES

Please list them below:

Volunteer hours donated and accumulated (set at the state accepted rate)

#kids and hours involved in after school activities donated through 4-H vs what this would cost if it was paid for

Impact of kids involved in delinquent rates

Interpretation. The last step in the process is interpreting the results to our stakeholders. List internal and external stakeholders that would be interested in the results of this educational program. Do not forget to think about other state agencies and groups that would be interested in these outcomes.

| Internal to Extension Stakeholders | External Stakeholders |
|------------------------------------|---|
| RPA RPD County Committees | Legislators Comm. Court County Judge Other Volunteers Sponsors (potential sponsors) Granters |

Additional Resources: What additional resources are need to address this issue? In other words what is needed to design innovative programs that will impact our audiences? Use the space below or the back if needed.

Canned modules (Websites, PPT, CDs, handouts) for these subject areas, increased travel budges for the trainer (area/subject specialists); Provide brief outlines of training programs