Building Municipal Volunteerism 101

Christine Nardecchia

ICMA Conference Presenter

ICMA
99TH ANNUAL CONFERENCE
BOSTON
NEW ENGLAND
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Why champion the cause?

Why champion the cause?

- Continual innovation of service delivery
- Sense of shared purpose and collection action
- Connection with citizens
- Effective and efficient fiscal outcomes

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Innovation of service delivery

Dublin Bicycle Ambassadors

City of Dublin Green Team

City of Dublin Certified Mystery Shoppers

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Sense of shared purpose

The Dublin Irish Festival/All City Special Events

"Dress Rehearsals"

Effective and efficient fiscal outcomes

- Cost per volunteer or volunteer hour

- Outcomes measurement

- Return of investment on citizen relationships

- Performance Measurement Indicators

Volunteer Resources

Program Purpose Statement: To enhance Dublin's sense of community as well as the quality and value of City services by providing diverse, innovative programming for City volunteers and retaining those volunteers over time

Primary Activities:
- Recruit, screen, select, train and retain volunteers
- Supervise and evaluate volunteers
- Develop volunteer programming
- Develop inclusive, learn-and-serve community engagement

Key Performance Measures

Financial Focus:
- Cost per volunteer managed
- Dollar value of a volunteer hour

Customer Focus:
- % of citizens who rate volunteer opportunities as good or excellent
- % of volunteers very satisfied or satisfied with their overall volunteer experience
- % of supervisors very satisfied or satisfied with their overall volunteer experience

Operational Focus:
- % of City programs utilizing volunteer services
- Volunteer retention rate (by program)
- Average number of hours served per volunteer
- Estimate of the value of volunteer activity
- Full time year round job equivalent

Employee Focus:
- % of employees receiving professional development training as scheduled

How do we launch citizen service?

1. Identify champions

2. Assess landscape

3. Frame city priorities around service

4. Map priority roles

5. Build your definition of "Volunteer"

How do we launch citizen service?

6. Clarify purpose

7. Clarify deliverables/measures of success

8. Build support

9. Build adequate training

10. Create a space for citizen engagement

Nuts and Bolts of Volunteer Service Delivery

- Build capacity

- Carve out the champion's role

- Establish core guiding principals for volunteer engagement

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Nuts and Bolts of
Volunteer Service Delivery

- Make it visible

- Don't get caught up in buttons, plaques, ribbons and pins.

- Use your community to build it; if they define it, they will support it

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Questions/Comments?

Christine Nardecchia, Volunteer Resources Administrator

City of Dublin, Ohio

5200 Emerald Parkway

Dublin, Ohio 43017

cnardecchia@dublin.oh.us-

614-410-4406 direct

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