

Recruitment:

Problem-Solving Panel Discussion





Panelists: Joan Cardellino • Karina Vargas • Todd McMullin

Facilitator: Dana Litwin, CVA

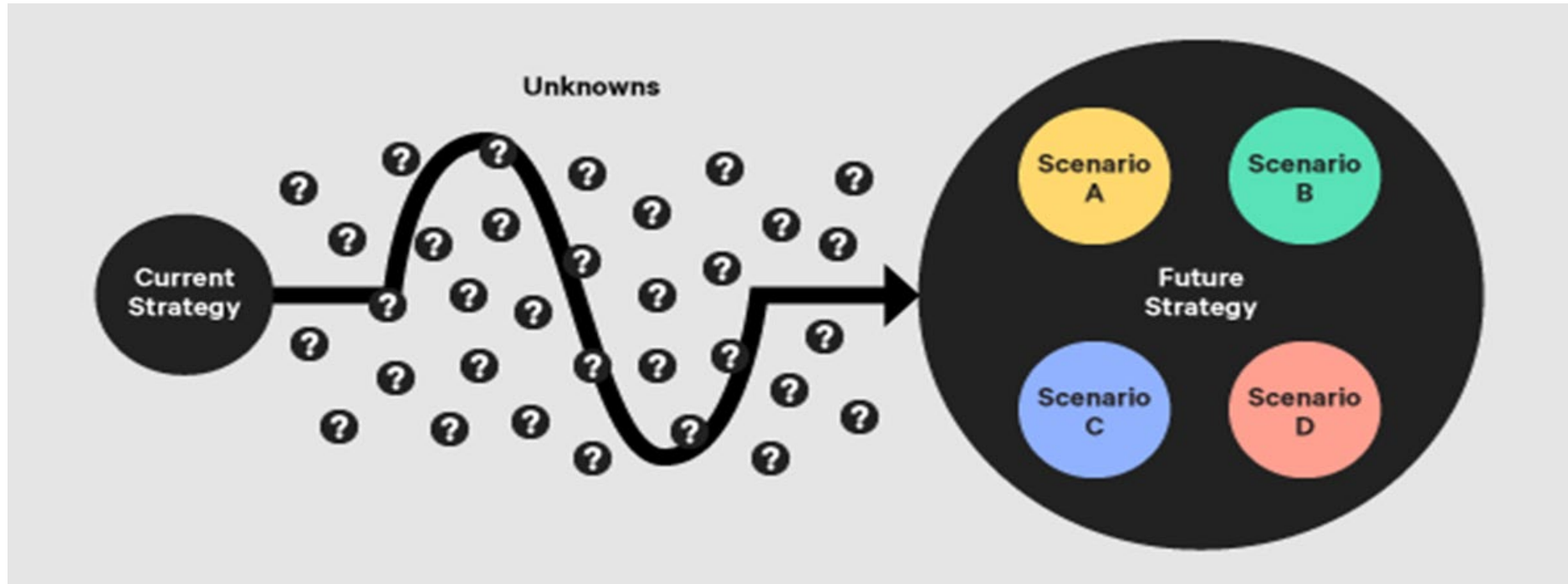


Tried & True: Plan. Do. Check. Act.

- 1 • Introduction
- 2 • Assumptions and Approaches
- 3 • Scenario Planning
- 4 • Plan. Do. Check. Act.
- 5 • Critical Questions Checklists
- 6 • Summary



Tried & True: Needs Assessments & Scenario Planning



New Trend: Holistic Engagement Model



New Trend: Recruit with Purpose and Convey it!



- Internal Surveys
- Partners
- High Performance
- HCAHPS
- SDOH



What are your biggest recruitment challenges?

New Trend: Corporate Social Responsibility Adopt & Lead Programs

- Understand the company's CSR goals
- Where it makes sense, design "turnkey" opportunities
- Remove the middle-person
- At the end of the day, if it's not a good alignment, say "No"



Who do you want to recruit (e.g. adults, students, interns, corporate, community service)? Or what qualities are you looking for?

Barriers to Volunteering

- Financial
- Language
- Access
- Awareness
- Health Concerns
- New Priorities
- Broken Trust with Org



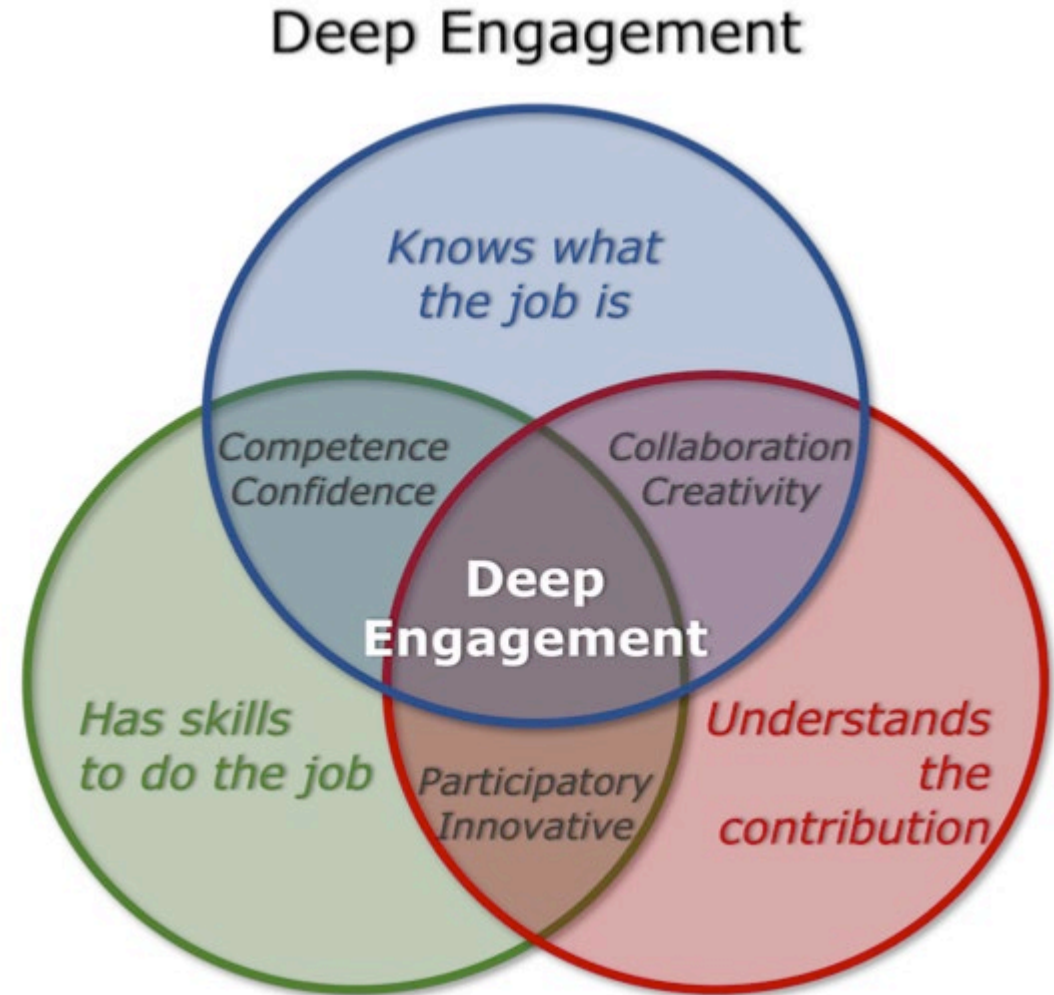
Classic Idea #1: Target Marketing & Recruitment

- #1 = Volunteers good “word of mouth”
- Align w/ PR/Marketing
- Social Media #’s
- Community Partners: schools, faith based, businesses, ethnic media



Reminder: We Want DEEP / Long Engagements!

- Requires listening
- Learning
- Sharing
- Working together
- Long-term strategy
- Data-Driven
- Human-Centered



Resources: VSysVoices Page & More



- <https://www.vsysone.com/pages/voices>
- www.VolunteerMatch.org
- www.engagejournal.org



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Which webinar topics interest you the most (vote for your top five)

- Onboarding new staff **A**
- Creating volunteer performance evaluations **B**
- What metrics should you be collecting **C**
- Creating strong descriptions for volunteers opportunities **D**
- CSR: Volunteers who are employees **E**
- Using metrics for volunteer engagement & retention **F**
- Communication Strategies for Recruiting New Volunteers **G**
- Other **H**

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If Metrics, then...



1. How do YOU measure success?
2. What standards do you use when measuring success?



Thank You.

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