

# VSys Voices:

## Recruiting from First Contact to First Shift



# Presenters



**Dana Litwin**, CVA, is a globally recognized strategic advisor, speaker, and advocate for civic service. Since 2002 she has guided organizations nationwide to produce breakthrough volunteer and community engagement programs. Dana is the creator of the YouTube channel “Priceless Advice for Leaders of Volunteers”, served as President of the Association of Leaders in Volunteer Engagement (ALIVE), and is a founder and facilitator of the National Alliance for Volunteer Engagement.



**Roseanna Galindo**, CAVS, with 30+ years in volunteer leadership, established Periscope BPA to bolster data communication among business professionals. Formerly a Director of Volunteer Services, her influence in volunteer engagement is far reaching. Hailing from CSU, Chico, her work on the Volunteer Satisfaction Index, “VSI,” has garnered international recognition, illuminating the intricacies of the volunteer experience. An advocate for data literacy, Roseanna guides leaders in the essentials of data storytelling. Her blog, "Periscope Insider" on PeriscopeBPA, intersects communication and data, solidifying her role as a champion for data literacy, the human experience in healthcare, and volunteer leaders everywhere.



# Objectives for today's webinar

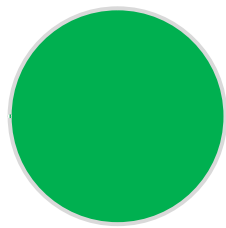
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- Apply recruitment-retention “Journey Map” points for volunteer and org success.
- How to collect data and information to understand and reduce “drop-offs” at each point.



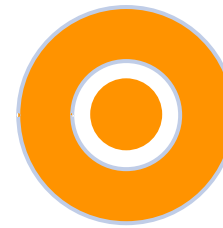
# Target audience for today's webinar

## SKILL LEVEL



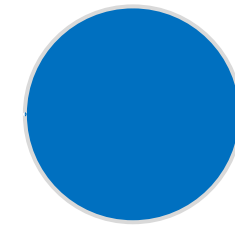
### **Minimal Knowledge**

Looking for some basic information, key principles and "how-to's" on the subject.



### **Working Knowledge**

Integrated practices and moving beyond basic concepts. Looking for breadth and depth on a topic



### **Authoritative Knowledge**

Looking for advanced knowledge, integration and concepts that are innovative and cutting edge.



# Every interaction is an invitation to stay or go

## Volunteer Engagement Journey Map





# Barriers to Volunteering

- Financial
- Language
- Access
- Awareness
- Health
- New Priorities
- Trust





# Recruitment & First Contact

- Marketing
- Audience
- Role Descriptions
- Set & meet expectations
- Clear, consistent communication





# Screening

- **Who** is in or out?
- **What** is disqualifying?
- **Which** roles & **why**?
- Avoid bias/bigotry
- Center equity
- Access: cost, time, etc.





# Onboarding & Orientation

- Timing
- Paperwork
- Introductions





# Training & Learning Journey

- **Where:** in-person or online?
- **When:** Set times or flexible
- **Who:** Mentors, buddies, team lead?





# Welcoming & Belonging

- Org culture
- No bias/bigotry
- Accountability
- All team members understand their roles & responsibilities





# What NOT to do: Lisa's Story





# Data of Drop-Offs

- How many apply vs. start (%)
- Other “red flag” drop off points
- VMS, CRM, website data





# VSI & Surveys: If you don't ask, you don't know

- Recruitment: where did you hear about...?
- Exit interviews
- Onboarding & training feedback
- Needs assessments





# Data Collection & Analysis

- The Data Glut
- Small data/big data
- Start with the end in mind
- VSys One





# Data Informed Policies & Operations

- Budgetary
- ROI-Program Impact Assessment
- Risk Management
- Intake & Onboarding





# Data Informed Policies & Operations

- Continuous Process Improvement
- Operational changes
- Program development





# Journey Map in VSysOne

- Correlation of volunteers to organization metrics
- Link to outcomes
- Create a data story; beginning to end



# Ideas to Action

- Data storytelling
- Numbers numb, stories resonate
- Compelling communication



# More Resources

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- Learn more by watching [Dana Litwin's Priceless Advice](#)
- Visit [Roseanna Galindo's Periscope Insider](#) for insights on communication and data
- [VSysVoices webinar recordings](#):

Data Storytelling Essentials for Volunteer Leaders

The Value of Volunteer Recognition for Morale





# Open Discussion & Questions



# Thank you for joining us!

