Making the Most of People:

Recruitment, Retention, and Recognition

Sarah Leu, Project Archivist, Historical Society of Pennsylvania

1/25/17   1

Image Credit: Clip Art

Webinar Outline

- Introduction
- Value of SIVs and How to Reach Out to Them
- Determining Skill Sets and Interests
- Recognition and Reward
- Maintaining Consistency Throughout the Project
- Resources
- Questions and Feedback

Objectives

- Understand how volunteers and interns can be a valuable tool for completing a project

- Have strategies for tapping into the skills and strengths of existing people

- Know how to give a beneficial working experience to volunteers and interns

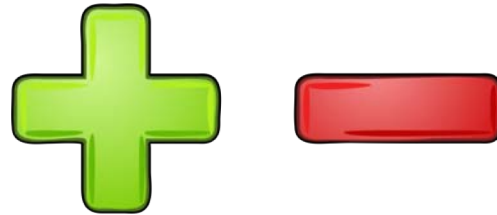- Have ideas for sharing project success with everyone who helped

Getting to Know You!

- Organization size
- Organization type
- Experience with students, interns, volunteers?

 Image Credit: Sarah Leu
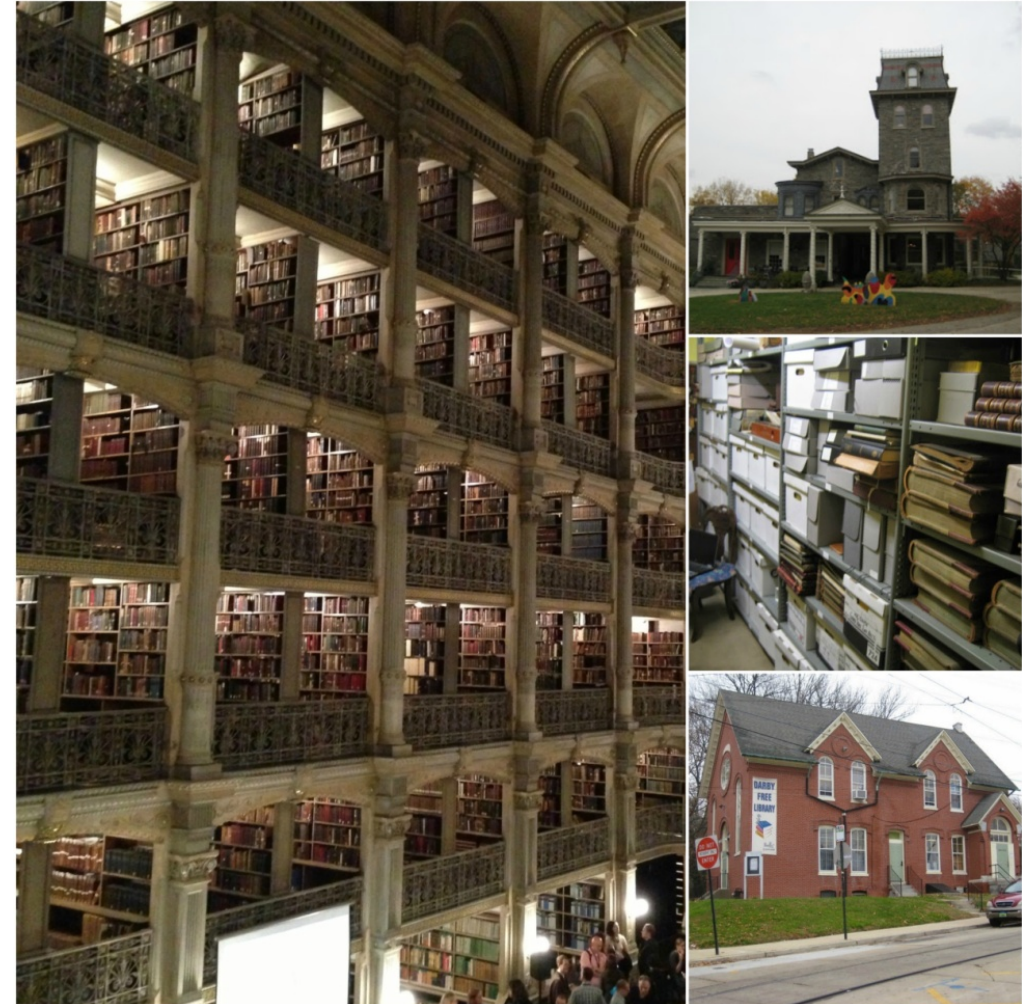
Value of SIVs During Project Work

Upsides

- Labor source
- Connections and advocacy
- Perspective

Caveats

- NOTHING is free
- Potential for turnover
- Reliability
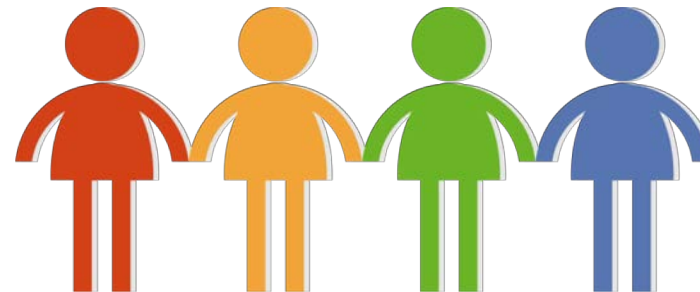
 Image Credit: Clip Art 5

Which Type of Volunteer?

Academic Institution

- Students
- Interns
- Work-study
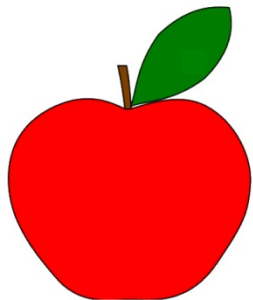
Community Organization

- Community groups
- High school students
- Court-appointed

 Image Credit: Clip Art

Which Type of Volunteer?

Member-based Institution

- Look to your membership!

Libraries and Archives

- Historical and genealogical societies

 Image Credit: Clip Art

Ways to Reach Out

- Contact organizations that require community service hours
- Membership form
- Social media, digital videos, website
- Emails and newsletters, blogs, flyers
- Staff connections, community centers, graduate programs
- Event announcements
- Local news organizations and other public outlets

Ways to Reach Out – Tips!

- Specialty newspapers and community centers
- Highlight various benefits
- Project overview
- Visually appealing! (Unlike this slide.)
- Don't forget about current staff

Activity # 1: Discussion

- How have you effectively reached out to these types of groups?

- What types of outreach methods have worked better for you?

- What places have been volunteer "hot spots" for you?

- What do you think would motivate volunteers to come to your organization?

Discussion

Q1. How have you effectively reached out to students, interns, and volunteers?

The group spent 4minutes discussing this question. A complete transcript of Chat 1, Strategies for Outreach to Students, Interns, and Volunteers, can be downloaded on the webinar's home page found in the text below.

Discussion

Q1. How have you effectively reached out to students, interns, and volunteers?

Discussion

Q2. What types of outreach methods have worked better for you? What places have been volunteer "hot spots"? What do you think motivates volunteers to come to your organization?

The group spent 8 minutes discussing this question. A complete transcript of Chat 1, Strategies for Outreach to Students, Interns, and Volunteers, can be downloaded on the webinar's home page found in the text below.

Discussion

Q2. What types of outreach methods have worked better for you? What places have been volunteer "hot spots"? What do you think motivates volunteers to come to your organization?
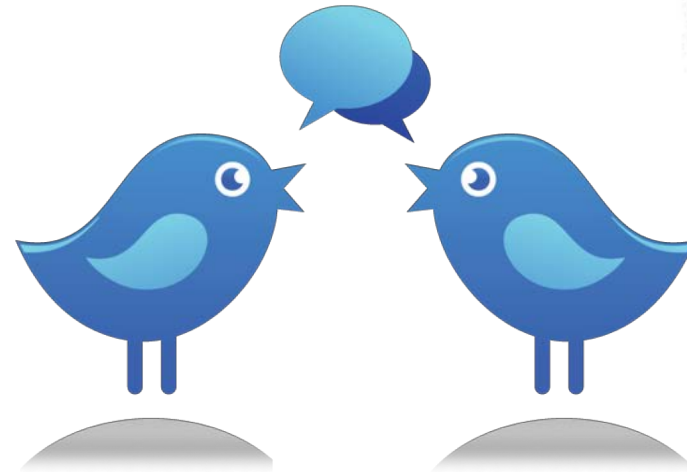
Food for Thought

- Are unpaid internships and other positions ethical?

Determining Skill Sets and Interests

- Interviews
- Questionnaires
- Chats

Image Credit: Clip Art

Determining Skill Sets and Interests

- Volunteer application example: Yale Peabody Museum

- Volunteer landing page example: Yale Peabody Museum

- Volunteer agreement and expectations form example: Alexandria Museum of Art

AVAILABILITY!

     Image Credit: Clip Art

Utilizing Skill Sets and Interests

 Image Credit: Clip Art

Skill Sets and Interests of Existing Staff

- Select a project that takes advantage of the skills of your existing staff/volunteers

- Discovering hidden talents and skills of existing staff
  - Ask!
  - Assign a group or individual project
  - Switch places
  - Encourage staff to go outside their comfort zone
  - Peer to peer reviews

Non-Traditional Projects

- Crowdsourcing

- Blitz Projects

 Image Credit: Sarah Leu

Crowdsourcing

Planning It:
- Keep it simple!

Building It:
- Tech people required?
- Maintenance

Library of Congress

University of Iowa

Smithsonian

Article from *Information Today* on crowdsourcing with additional examples

Blitz Projects

- Short-term and intensive

- Can be tedious work, but worth it!

- Great projects for existing staff, but can be good for one-time volunteers too

- Projects can include filing, labeling, and other tasks that increase access to collections

- Yellowstone National Park Blitz Project
  - Using a Team Approach
  - Archives Blitz as a Framework
  - Keys to a Blissful Blitz

  Image Credit: Clip Art

Recognition and Reward

Image Credit: Clip Art 24

Recognition and Reward

- Reiterate the impact of their work
- Project-related events
- Volunteer appreciation day
- Letter or certificate
- Gifts or prizes
- Meet the donor
- Student deliverables

Activity # 2: Troubleshooting

- What challenges have you faced or are you concerned about with students, interns, or volunteers?

- What solutions have worked for you?

Discussion

Q1. What challenges have you faced or are you concerned about with students, interns, and volunteers? What solutions have worked for you?

The group spent 15 minutes discussing this question. A complete transcript of Chat 2, Troubleshooting Concerns about Students, Interns, and Volunteers, can be downloaded on the webinar's home page found in the text below.

Discussion

Q1. What challenges have you faced or are you concerned about with students, interns, and volunteers? What solutions have worked for you?

Discussion

Q2. What types of awards or recognition have worked (or not) in your organization?

The group spent 5 minutes discussing this question. A complete transcript of Chat 2, Troubleshooting Concerns about Students, Interns, and Volunteers, can be downloaded on the webinar's home page found in the text below.

Discussion

Q2. What types of awards or recognition have worked (or not) in your organization?

Maintaining Consistency

- Documentation
- Communication
- Evaluation

Image Credit: Clip Art

Maintaining Consistency - Documentation

- Staff and volunteer work (hours worked, tasks, deliverables)
- Job or volunteer descriptions
- Recruitment sources
- Skill sets and volunteer card
- **PROJECT WORKFLOWS, PROCEDURES, AND DECISIONS!!!!**

Maintaining Consistency - Communication

- Check-in times
- Review of work
- Supervision

Talk it out, work it out!

Maintaining Consistency - Evaluation

- Continuous. Don't leave it until the end of the project.

- Volunteer experience from your point of view

- Volunteer experience from their point of view
  - Exit interview

- Advertise positive remarks made by volunteers as part of recruiting for your next project and for the stakeholders
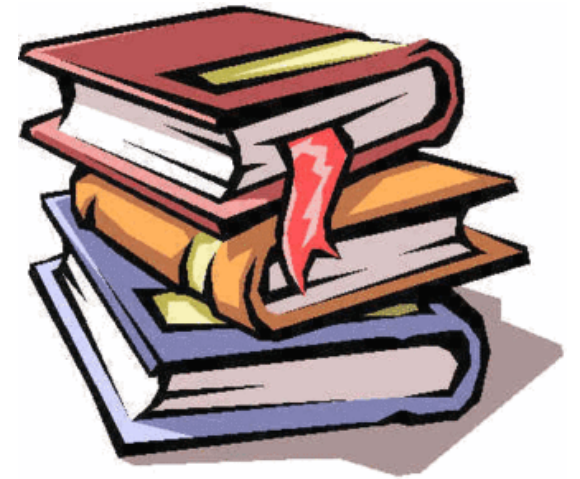
Maintaining Consistency One More Time...

DOCUMENT YOUR PROJECT WORKFLOWS, PROCEDURES, AND DECISIONS!!!!

Other Things to Consider

- Reiteration: Training time
- Training methods
- Collaborating with other institutions
- Resource Library!

 Image Credit: Clip Art

Questions, Answers, Feedback

Sarah Leu

Project Archivist

Historical Society of Pennsylvania

Philadelphia, PA

sleu@hsp.org

(215) 732-6200 ext. 234