Volunteer Engagement and Multi-Generational Collaboration: An Analysis

Presented to Global Ties U.S.
April 2014
Team Biographies

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Project Goals

• Identify and explore challenges and best practices surrounding:
  
  – Volunteer Engagement
    » Recruiting and retaining the millennial generation as volunteers
  
  – Multi-generational collaboration
Presentation Outline

Key Findings
• Word of mouth vs. web searches/website
• Outreach tools
• Challenges in recruitment and retaining volunteers
• Reasons for volunteering
• Challenges and best practices in multi-generational collaboration

Recommendations
• Mentoring Program
• Local and National Recognition
• Virtual Internships/Volunteers
• Millennial Advisory Board
• Millennial Coordinator
• IVLP lectures at local universities
• Higher Education IR students and international students roundtable
• Paid Internships
Research Methodology

• Call for participation by Global Ties U.S.
• Two surveys:
  – Survey on Volunteer Engagement and Multi-Generational Collaboration (Directors and Programmers)-17 questions
  – Survey on Volunteer Engagement (Volunteers)-26 questions
• Follow-up phone interviews
• Approximately 30 CBMs responded
• Case Study: International Visitors Council of Philadelphia
Key Terms

- **Volunteer**: an individual who works for an organization on their own time without receiving compensation in any form (i.e. monetary; credit).

- **Intern**: an individual who works with the organization to gain experience in return for receipt of monetary or school credit compensation. And they are given the designation of “intern”.

- **Millennial**: Individuals under the age of 35 (born between 1979 and 1994)
Case Study: International Visitors
Council of Philadelphia

- “First Thursdays”
- Compass Diplomats
- University Partnerships
- Shifting volunteer demographics
Research Findings: Volunteer Engagement

- Learn about CBM Opportunities
- Outreach Tools

Events- 27%; Facebook- 23%; Website- 12%; Former/Current volunteers- 11%; University- 9%; Newsletter- 7%; Twitter- 7%; E-mail- 3%; Social Media- 1%
Research Findings: Volunteer Engagement

Reasons for Volunteering with the Local Council

- Educating my family and myself
- Personal development
- Altruistic beliefs
- Improving the US image abroad
- Learning new skills and abilities
- Enhancing one's career
- Economic development
- Other
- Footsteps of relatives
- Community service requirement
- Community service requirement
- Improving the US image abroad
- Altruistic beliefs
- Personal development
- Educating my family and myself
Research Findings:
Challenges in Recruiting and Retaining Volunteers

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<thead>
<tr>
<th>Directors and Programmers</th>
<th>Volunteers</th>
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<td>– Time commitment</td>
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<td>– Lack of office resources</td>
<td>– Lack of work</td>
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<td>– Turnover</td>
<td>– Lack of office resources</td>
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Research Findings: Multi-Generational Collaboration

Local Council Programs for Multi-Generational Collaboration

- Networking Functions: 39%
- Volunteer Bonding Activities: 7%
- Training Program: 20%
- Mentoring Program: 10%
- Not Applicable: 3%
- Other: 21%
Research Findings:
Multi-Generational Collaboration
Research Findings: Multi-Generational Collaboration

Areas of success in multi-generational collaboration

- Communication
  - Universities as resources
  - Volunteering as an office
  - Connecting via social media
  - Encouragement for more involvement and professional development

- Social events
  - Interns
  - Work retreats/workshops
  - Understanding different expectations
  - Creating programs
Recommendations

• Mentoring Program
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Acknowledgements

Jennifer Clinton, Ph.D.
President
Global Ties U.S.

Carlton McLellan, Ph.D.
Client Liaison
Director, Administration and Membership
Global Ties U.S.

Sherry Mueller, Ph.D.
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Questions or Comments?