Volunteer Engagement and Multi-Generational Collaboration: An Analysis

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

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Client Background: Global Ties U.S.

- Global Ties U.S. (formerly the National Council for International Visitors) was founded in 1961.

- The U.S. Department of State private sector partner for the administration of the International Visitors Leadership Program.

- A network of approximately 100 nonprofit community-based member organizations.

- Mission: Strengthen relationships between individuals and nations by making international exchange effective.
Project Goals

• Identify and explore challenges and best practices surrounding:
  • Volunteer Engagement
    • Recruiting and retaining the millennial generation as volunteers
  • Multi-generational collaboration
Research Methodology

• Call for participation by Global Ties U.S.
• Two surveys:
  • Survey on Volunteer Engagement and Multi-Generational Collaboration (Directors and Programmers)
  • Survey on Volunteer Engagement (Volunteers)
• Follow-up phone interviews
• Case Study: International Visitors Council of Philadelphia
Summary of Key Findings

• How volunteers learn of CBM opportunities

• CBM Outreach tools

• Reasons for volunteering

• Challenges and best practices in:
  • Recruiting and retaining volunteers
  • Multi-generational collaboration
Summary of Recommendations

• Mentoring Program

• Local and National Recognition

• Virtual Internships/Volunteer Opportunities

• Millennial Advisory Board
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

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

Directors and Programmers
- Time commitment
- Lack of office resources
- Turnover

Volunteers
- Time commitment
- Lack of work
- Lack of office resources
Research Findings: Multi-Generational Collaboration

Local Council Programs for Multi-Generational Collaboration

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

Challenges in multi-generational collaboration

- different expectations
- time constraints
- varying levels of commitment
- increasing participation
- work style
- different skill set
- lack of opportunities for 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
  - Work retreats and workshops
  - Understanding different expectations
  - Celebrating progress
Recommendations

• Mentoring Program
• Local and National Recognition
• Virtual Internships/Volunteers
• Millennial Advisory Board
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?