

 Utah Division of Arts & Museums


WELCOME!

Managing Museum Volunteers:
Part I: Structuring Your Program

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While we are waiting for everyone to join, please reply to the following question in chat:

Do you already have a volunteer program at your museum?

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Managing Museum Volunteers

Part I: Structuring Your Program

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Introductions

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Overview

- Trends
- Preparing for Volunteers
- Activity
- Risk Management
- Recruitment
- Volunteer Position Descriptions
- Q&A
- Homework

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Trends

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Trends in Volunteering

- Short-term options
- Flexibility in hours
- Want job experience, training, re-entry to employment
- Coming from a broader cross-section of society
- Desire for freedom, ability to act quickly
- More interested in causes than organizations
- Want challenging, interesting assignments
- Expect to be treated professionally
- Family and group volunteer opportunities
- Many professionals who want to volunteer
- Many motivations for volunteering
- Flexible location/work from home

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Trends in Volunteering

Museum Trends for 2016 that may affect volunteerism (Courtesy of AAM's *Trendswatch*):

- Labor 3.0: how people work, no more "work-life balance" but rather "work-life blending"
- The personalized museum experience

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Trends in Volunteering - Solutions

- Design episodic, short-term positions
- Offer position sharing
- Target recruitment to professionals, youth, retired people, specific ethnic, religious or cultural groups, etc.
- Offer flexible hours and locations
- Reimburse volunteer expenses

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Trends in Volunteering - Solutions

- More efficient use of volunteer time
- Broaden how you use volunteers
- Develop positions for evenings and weekends
- Develop positions that can be done off-site
- Create opportunities for students



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Preparing for Volunteers

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Preparing for Volunteers


Why does my museum need volunteers?

- Determine what kind of volunteers you need
- Design job descriptions
- Create marketing to recruit volunteers

How do they contribute to the museum's mission?

- Get buy-in from staff, administration, and the community
- Determine the resources your museum needs to sustain volunteers

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Preparing for Volunteers

What programs/services would you like to offer but can't because of limited resources?

What skills could benefit your museum that you and your staff don't already possess?



Keep these questions in mind for our activity...

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Activity
Brainstorming Volunteer Positions & Identifying Needs of the Museum
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Using the questions we just discussed, take 5-7 minutes to identify potential volunteer positions at your museum.

Activity
Brainstorming Volunteer Positions & Identifying Needs of the Museum
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- *Why does my museum need volunteers?*
- *How do they contribute to the museum's mission?*
- *What programs/services would you like to offer but can't because of limited resources?*
- *What skills could benefit your museum that you and your staff don't already possess?*

Activity
Brainstorming Volunteer Positions & Identifying Needs of the Museum
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Share your ideas!
Raise your hand and share what you came up with

Risk Management

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Risk management is a system to forecast risks in advance and take proactive steps to deal with identified risks.


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Risk Management - Why?

Crises or plot twists will invariably come your way from time to time, and anticipating this can help prevent them or reduce their impact. Volunteers can be an unknown "wild card" if not properly

- screened,
- trained,
- supervised,
- and evaluated.



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Risk Management - What?

Create a coordinated and unified set of **policies** that proactively identify and minimize potential risks.

These **policies** should include:

1. How you write your volunteer job descriptions,
2. What you cover in orientation and training,
3. Whether or not your museum performs background checks,
4. How you supervise volunteers

All of which can increase or reduce your museum's risk exposure.

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Risk Management - Who?

Use this list of **common museum volunteer program risks** to help you brainstorm every person at your institution who should be involved in crafting policies and procedures that reduce risk to your organization.

- Damage to or theft of collections
- Damage to or theft of equipment
- Injury to visitors, staff, or volunteers
- Damage to facility
- Embezzlement or misuse of funds
- Abuse
- Violation of confidentiality
- Misrepresentation of institution
- Inappropriate termination

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Risk Management

Low Level Risk

- Museum front desk work - greeting visitors and selling tickets
- Docent tours of the museum in a group setting
- Museum event planning - opening of exhibitions



High Level Risk

- Museum programming with youth in & out of the classroom
- Collections volunteer positions
- Accounting for the museum

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Poll

Is this a *high* or *low* risk activity for volunteers in your museum?

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Museum event planning - opening of exhibitions

High or Low?

Poll

Is this a *high* or *low* risk activity for volunteers in your museum?

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Collections care projects


High or Low?

Risk Management - Background Checks

Utah Code Annotated [53-10-108](#) allows **qualifying entities** to request Utah criminal history information. This includes care, custody and control of **children, fiduciary trusts**, ... and the care of **vulnerable adults**.

- Check with your governing authority to see if they have a process in place for background checks
- If not, you must apply to become a qualifying entity to allow you to collect this information.
- [bci.utah.gov](#)

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Risk Management & COVID-19

Some basic questions to ask when planning for volunteers in your museum during the COVID-19 pandemic:

- How are you protecting vulnerable populations?
- How are you allowing for distancing?
 - Separating work stations,
 - Staggering staffing to reduce number of people in a room
- Are you providing PPE?
- Has COVID created an opportunity for a volunteer position?
 - Sanitizing, more but smaller groups in the museum, etc.

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Risk Management - Assessment/Analysis

Type of Risk	What we do well	How we could do more	What we need in order to do more
People			
Collections			
Buildings			
Income			
Community Relationship			

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Recruitment

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All research studies on volunteering and giving have discovered that people were four times more likely to volunteer when they were personally asked.

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Recruitment & D.E.A.I.

As you begin looking for new volunteers, take the opportunity to assess whether your existing volunteers accurately reflect the diversity of your community. If not, you should look for barriers in the wording and requirements in your descriptions, and explore new options for where and with whom you recruit.



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Recruitment & D.E.A.I.



- Are our recruiting, orientation & training materials welcoming to all?
- Do our materials mention diversity and inclusion?
- Do our materials establish protections or procedures for harassment?
- Are our materials accessible?
- Is our physical space accessible?
- Which of our tasks & responsibilities could be performed by people with disabilities?

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Recruitment & D.E.A.I. - Resources

- [Self-Assessment Tool for Engaging Underrepresented Populations in Volunteerism](#)
- Toolkits for obstacles and solutions around volunteering for youth, seniors, ethnic minority groups, refugees, etc. [at this link.](#)

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Types of Volunteer Recruitment

- Social media: Facebook, Instagram, Twitter, email
- Printed flyers/brochures
- Museum website
- Websites of other organizations
- Presentation to community organizations
- Direct mail
- Announcement for other groups to post or email
- Press release or request for media coverage
- PSAs for radio and TV
- Word of mouth



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Volunteer Position Descriptions

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Volunteer Position Description

Why are volunteer job descriptions important?

- Clear expectations
- Marketing tools
- Screening guide
- The basis for supervision and evaluation
- Serves as a contract
- Volunteer roles clearly understood, including staff


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What should a good volunteer position description include?

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Volunteer Position Description

- Position title
- Responsibilities & Tasks
- Name of Supervisor
- Orientation & Training
- Time commitment
- Qualifications (required, desired)
- Work location, dress code, age requirement
- Recognition & Benefits




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Volunteer Position Description

See the handouts for example volunteer position descriptions

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Volunteer Position Description



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Questions?

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Homework

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Homework
Writing a volunteer position description

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Create your own volunteer position description for an opportunity in your museum. We will report out in our next workshop session: March 24th

Homework
Writing a volunteer position description

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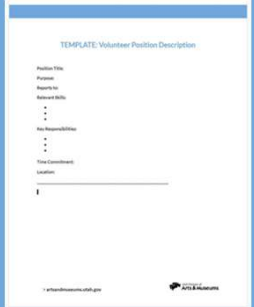
Struggling to create a full-blown job description?

- Write a checklist of typical tasks and responsibilities for each volunteer position and use that as a starting point.
- Then add in the daily/weekly/monthly time commitment expected, any required training or orientation classes, and any required qualifications.
- Stick to the highlights and keep it in checklist format.

Homework

Writing a volunteer position description

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Resources

<https://ctb.ku.edu/en/table-of-contents/structure/volunteers>


<https://nonprofitquarterly.org/safeguarding-volunteers-with-effective-risk-management/>

Museum magazine, September/October, 2016, *Assuring the Safety of Young Visitors*

<https://npengage.com/nonprofit-management/tips-for-keeping-nonprofit-volunteers-safe-during-covid19/>

<https://bci.utah.gov/wp-content/uploads/sites/15/2017/10/Criminal-Background-Checks-101-102017.pdf>

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Upcoming Volunteer Management Workshops

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Part II: Developing Your Volunteer Program
March 24, 2021, noon-2pm

Part III: Maintaining Your Volunteer Program
April 21, 2021, noon-2pm
