

WELCOME!

Managing Museum Volunteers
Part III: Managing Your Program

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Please use the chat function to introduce yourself:

- Your name
- Organization
- Position

Managing
Museum
Volunteers

Part III: Managing Your
Program

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Introductions

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Overview

- Homework Review
- Communication
- Record Keeping
- Building a Budget
- Evaluation
- Retention & Recognition
- Q&A
- Homework

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Homework Review

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**Reminder:
Part II
Homework**

Collect & Compile Volunteer Handbook materials

Use the [Policies Checklist](#) to see what policies you have for your organization

Compile the policies that are most relevant to your needs


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Communication

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Communication - Why is this important?



Good communication - both up and down your museum organization - is one of the best tools you have to mitigate conflict and to keep clear expectations for your volunteers.

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Communication - Why is this important?

Communication between staff and volunteers needs to be **effective** and **frequent**.

The governing authority, staff and volunteers should have a **clear** and **shared** understanding of their roles and responsibilities.

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Communication - Tips

Use at least 3 methods for communicating with volunteers so that you reach everyone.

- Email or Slack,
- phone,
- social media,
- Paper newsletters or bulletin boards

Consider these barriers:

- Varied schedules,
- different comfort levels with tech,
- limited museum space and resources



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Communication - Question to Ask

How do we support volunteers communicating with each other?

How do we support communication between staff and volunteers?

How do we ensure that information flows both up and down the museum?

Are we creating a community for our volunteers? Are they connected and engaged?



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Record Keeping

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Tracking - Volunteer Personnel Files



Documentation of the hiring, training, and evaluation & assessment of individual volunteers.

Records of volunteer demographics, such as age bracket, recruitment method, length of service to the museum, and typical responsibilities.

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Record Keeping & Tracking - Volunteer Hours

Volunteer Time Sheet

Name _____ Month _____

Day/Date	Department	Job Assignment	Time		Total Hours per Job
			IN	OUT	
1					
2					
3					
4					
5					
6					
7					

Record current and complete volunteer hours for individuals and for the program overall, as well as specific projects, events, and/or departments.

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Any guesses for the 2020 valuation of a volunteer hour?



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Record Keeping & Tracking - Volunteer Hours



The Current Estimated National Value of Each Volunteer Hour Is

\$27.20

<https://independentsector.org/value-of-volunteer-time-2020/>

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Building a Budget

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In VolunteerPro's 2019 Volunteer Management Progress Report, they found that 23% of volunteer managers don't know their program budget, and 35% are working with a volunteer budget of less than \$5,000.

Do you fall into either of these categories?

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Building a Budget - Why?

True Cost
+ True Value
= Realistic Administrative Support

A budget for your program can help you write grants, or approach donors and funders with the actual amount of money you need to support your program.



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“[Without a budget] you risk perpetuating the common misconception that because volunteers donate their time, volunteer support is also without cost.”

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Building a Budget - What?

Indirect Expenses

- Salaries for staff, such as a program coordinator
- Staff or board time to train and supervise

Don't forget to survey everyone involved in your program to ensure you are including all costs.

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Direct Expenses

- Recognition & Awards
- Applicant screening & background checks
- Time & materials for training, onboarding
 - Printed materials like your handbook
- Access to required tech. - laptops, internet, scanners, etc.
- COVID-19 Considerations:
 - PPE
 - Distanced workspaces



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Evaluation

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... a process to determine the strengths, weaknesses, and impact of your volunteer program through use of appropriate instruments or techniques (e.g., survey, interviews, etc.) to gather this information.

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Evaluation - Mutual Performance Evaluation

Benefits of Volunteer Performance

Evaluation:

- Volunteers want success and feedback.
- Statement of volunteer importance, expression of appreciation
- Re-negotiating working agreements.
- Plan for ways to improve performance.
- Volunteers and supervisors can each express concerns.



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What does your
volunteer program
measure?



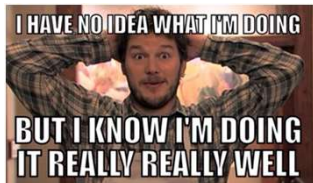
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Evaluation - Why?

Is the volunteer program
advancing the mission and
objectives of our museum,
and how?

(and how do we know?)



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Evaluation - Goals & Best Practices

Don't ask questions if you know you won't be able or willing to take action on the answers.

Establish a regular schedule of performance review and program assessment.

Measure individual performance and outcomes **both** ways!



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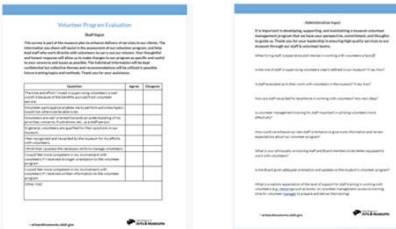
Evaluation - Performance Review Template



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Evaluation - Meeting Museum Needs Template



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Evaluation - Meeting Museum Needs

- Do volunteers further our mission?
- Does our audience/museum visitor benefit?
- What if our volunteer program went away?
- The cost in personnel to replace volunteers?
- The financial value of volunteer hours in a year?
- Volunteer impact in the community?
- Additional financial benefits?



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Retention & Recognition

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Recognition - Why?

Recognizing and rewarding volunteers builds value, appreciation, and respect. This can improve retention, reduce turnover, and create an enjoyable work environment. It also helps remind your organization of the value volunteers contribute to the museum.



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Recognition - Informal

Recognition is an attitude of gratitude.

Informal Recognition includes:

- remembering a person's name,
- introducing him or her to visitors,
- reimbursing for expenses,
- training opportunities,
- giving notes of appreciation,
- having special events designed to say thank you...



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Recognition - Informal, Creating a Sense of Connection

Seek volunteer input

Validate your volunteers

Communicate volunteer contributions

Address volunteers by name

Invitations

Keep volunteers informed

Encourage volunteer creativity

Give volunteers ownership in the mission

Offer sincere and consistent recognition

Disseminate volunteer experiences

Promote interaction

Listen and learn

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Recognition - Professional Development

Why?

- Helps volunteers build job knowledge and skills beyond the basics,
- Volunteers want to learn something new & to be engaged,
- Helps you avoid volunteer burnout.

What?

- Webinars/talks/lectures,
- behind-the-scenes tours,
- regional conferences or meetings,
- training in new software or digital tools,
- research projects on a specific topic or artifact

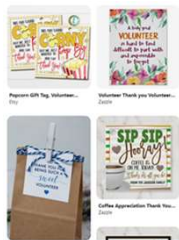
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Recognition - Formal

Formal recognition, like awards or rewards, can be given on many occasions during a volunteer's involvement with the museum.

- Certificates
- Pins
- T-shirts, caps, and other clothing
- Small gifts
- Photos, mementos, cards
- Volunteer picnic, lunch, or dinner
- Fun activities exclusively for volunteers
- Special parties or field trips



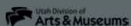
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Conversation: Recognition Brainstorm

What are some creative, inexpensive, and appropriate ways to say thank you to volunteers in your organization?

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Questions?

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