



## **VOLUNTEERS**

Jaime Yohman  
Marketing Manager  
April 10, 2017

# Introduction

- Began my career with MCMP on August 15, 2016 as the Marketing Manager
  - Full-Time, centralized volunteer management is the prime component of job description
  - Duties Include:
    - Create and maintain a current volunteer database
    - Notify current volunteers of various needs throughout the organization
    - Serve as a liaison between the volunteer and the Department
    - Manage the volunteer uniform and annual recognition picnic
    - Track the performance and accomplishments of the volunteers
    - Recruitment of volunteers



# *The Impact of a Volunteer*

Volunteers are an important supporting component in many areas of park operations. Volunteers support our efforts in offering events and programs to the community; they play a part in educating and engaging our local community, and ultimately increasing support for our parks. Volunteers make a vital contribution to both Mill Creek MetroParks and to Mahoning County!

## ▪ **Three Types of Volunteers Defined**

- **Active Volunteer:** Volunteers participating 1 or more hours in a calendar year.
- **Inactive Volunteer:** Volunteers participating in 0 hours in a calendar year or no longer wishes to volunteer.
- **Group Volunteers:** Scouts, YSU, Schools, Jr. Fair, etc.



# *Volunteer Opportunities*

## **EDUCATION**

Program Activities Assistant (camps, workshops/farm, nature, history programs)  
Community Outreach Information Tables  
Do Not Feed Wildlife Campaign  
Trolley Guide

## **STEWARDSHIP**

Litter Removal - land and water  
Invasive Vegetation Removal  
Trail Maintenance  
Bluebird Trail Monitor

## **SPECIALTY**

Accounting/Finance Volunteer  
Marketing Assistant  
Fundraiser Assistant  
MetroParks Police Auxiliary Officer  
Bikeway Patrol  
MetroMutts Volunteer  
MetroParks Farm Work Assistant

## **RECREATION**

Recreational Hike/Bike Leader  
Kayak Tour Assistant  
Special Events (planning, preparation, staffing)

## **FELLOWS RIVERSIDE GARDENS**

Garden Guide  
Veggie Gardens Mentor  
Library Assistant  
Museum & Exhibit Areas  
Gardens Planting & Maintenance (main garden areas, Family Garden, Dahlia Garden)  
Floral Designer & Interior Plant Maintenance  
Shop in the Gardens - Retail Assistant  
Special Events  
Special Projects  
Volunteer Program Attendant  
Program Activities Assistant (school programs: on-site & outreach, Family Fun Fridays, Sprout Club, Kids Gardening programs, event outreach)





# *What Was....*

- **Volunteer Management**
  - No centralized coordination - multiple staff
  - No volunteer database program - Excel spreadsheet tracking system
- **Volunteer Opportunity Communications**
  - Facility specific – Crossover non-existent



# Comparing 2015 – 2017

- **Two Types of Volunteers Defined**

- **Active Volunteer:** Volunteers participating 1 or more hours in a calendar year.
- **Inactive Volunteer:** Volunteers participating in 0 hours in a calendar year or no longer wishes to volunteer.
- **Groups:** Scouts, YSU, Schools, Jr. Fair, etc. Not included in numbers below.

2015	2016	2017
491 Total Volunteers	457 Total Volunteers	512 Total Volunteers**
339 Active (69%)	291 Active (64%)	129 Active (25%)*
152 Inactive (31%)	166 Inactive (36%)*	383 Inactive (75%)

\*13 (3%) volunteers notified MCMP of their inactivity as being a result of administrative changes in February 2016. The remaining 153 (33%) inactive volunteers were due to health reasons, moving out of state, changed their mind, no hours logged, etc.

\*\*January 1, 2017 - April 7, 2017 – increase of fifty-five (55) new volunteers in 2017

\*\*\*Recorded hours from January 1, 2017 - March 31, 2017

# What Is....

## ■ Recruitment

- Youngstown State University Volunteer Fair
- Kent State University (Trumbull Campus) – Resource & Volunteer Fair
- Existing volunteers – Referrals
- Love This Place – [www.lovethisplace.us](http://www.lovethisplace.us)
- Volunteer Match – [www.volunteermatch.org](http://www.volunteermatch.org)
- :05 PSA – WFMJ
- Community Engagement Standing Committee

## ■ Volunteer Process

- Application/Background Check
- Volunteer approved or not approved notification
- Name badge
- Volunteer t-shirt – 10+ hours per calendar year

## ■ Volunteer Communication

- Staff has a volunteer need, communicated through Volunteer Request Form to Marketing Manager
- Email from Marketing Manager sent to volunteers – Beginning of each month
  - Communicated to all park volunteers
  - Includes dates needed, shifts, duties, attire, how to sign up, etc.
- Positive feedback from volunteers and staff
- Plant the Seed to Read Book Festival – Sixteen (16) MCMP volunteers signed up, record breaking!

## ■ Volunteer Management

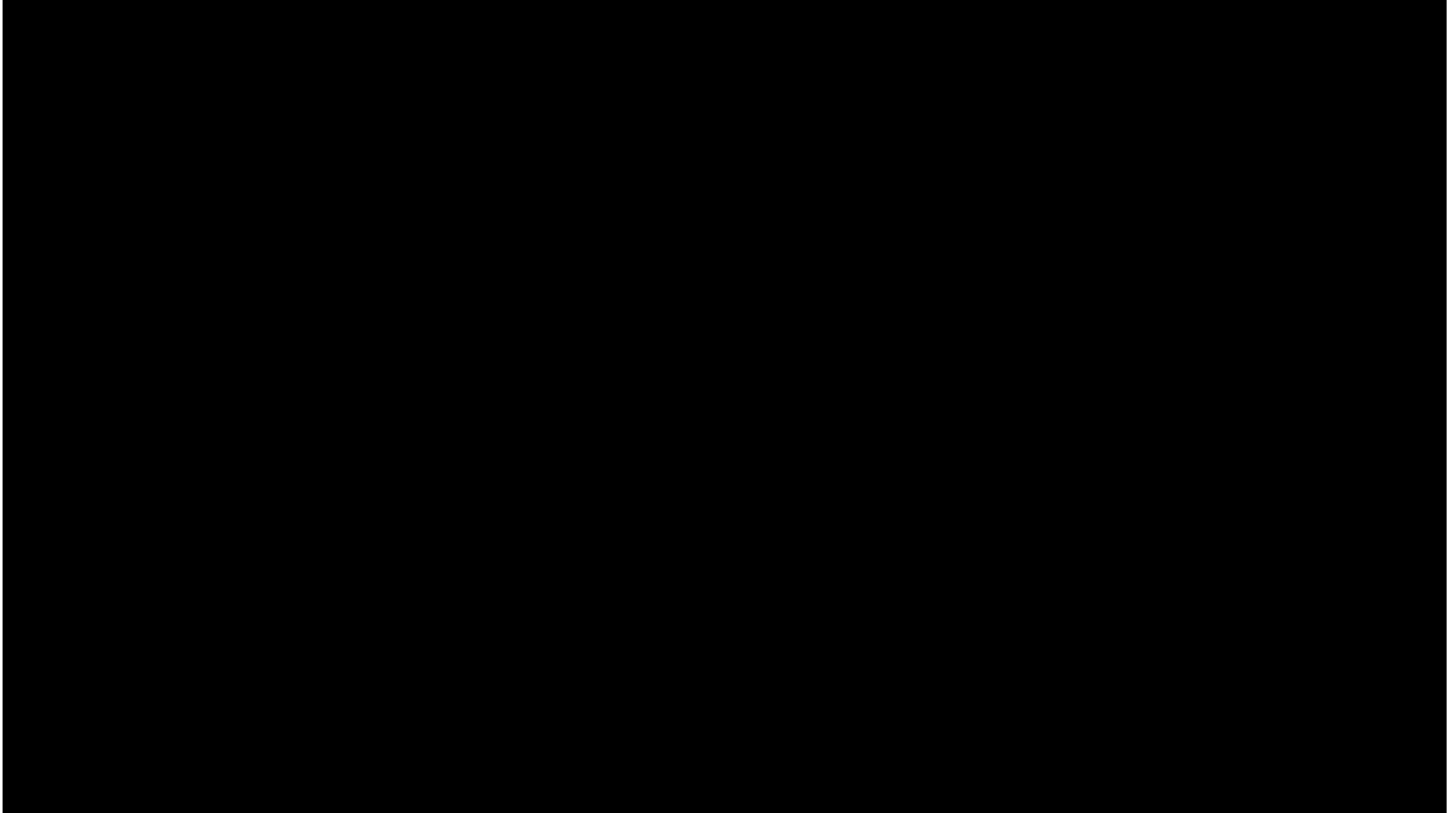
- Raisor's Edge Software
  - Volunteer Module – managing and reporting capabilities, linking donors & volunteers

## ■ Recognition

- Volunteer Appreciation Picnic – Held in the summer



*:05 Volunteer PSA*





# What Will Be...

- **Recruitment**

- Specialized Groups & Clubs– Bird Watching, Hiking, Garden Clubs, Retired Teachers Associations, etc.
- Forum for Volunteer Administrators (FVA)
- Park wide volunteer brochure

- **Volunteer Communication**

- Surveys

- **Recognition**

- Tiered incentives based on hours



Thank You!

Questions or Comments?



EXPLORE. EXPERIENCE. ENJOY.

[millcreekmetroparks.org](http://millcreekmetroparks.org)

