

USFS Volunteer Program Initiatives Update

December 3, 2009
1:00 to 4:30 PM EST

Welcome!

Please Dial-in: (800) 369-2114



Introduction & Agenda

Moderator/USFS Leadership



Rich Dolesh
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Jim Bedwell
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Objectives of Webinar

- Build upon Outcomes of April 2008 - Youth, Volunteer and Hosted Conference
- Introduce Partnership and Volunteer Program Leadership
- Review Internal Assessments
 - Agency & Partner Perspective
- Expand awareness of Research Initiatives
- Gain insights from non profit volunteer management models outside the USFS and natural resource management
- Discuss Next Steps for Program



Agenda & Schedule

Module	Time	Presenter
Introductions & Webinar Logistics	1:00	Rich Dolesh, NRPA
Opening Comments	1:10	Jim Bedwell, USFS
#1: Trends	1:22	Margaret Bailey, CHM-GS
#2: USFS Capacity Assessment	1:40	Lisa Machnik, PhD, USFS
Questions	2:05	Rich Dolesh, NRPA
Break	2:20	
Welcome Back	2:50	Rich Dolesh, NRPA
#3: USFS Volunteer Research Initiatives	3:00	Jim Absher, PhD, USFS
Questions	3:20	Rich Dolesh, NRPA
#4: USFS Partner Feedback & Non Profit Volunteer Management Models	3:35	Margaret Bailey, CHM-GS, Kristine Komar, Double K Outfit
Questions	4:10	Rich Dolesh, NRPA
USFS Closing Remarks	4:20	Jim Bedwell & Bill Woodland, USFS
Moderator Close Out	4:30	Rich Dolesh, NRPA





Segment One: Trends

Presenters



Rich Dolesh
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New Normal?

"Trends: Charity at Work"

Philadelphia Inquirer, 8/09

"Local Volunteerism Up Despite Recession"

Bakersfield Californian, 8/09

"In Tough Times, Volunteering Remains Strong"

Fox Business News, 6/09

"Boomers Burst on Volunteer Scene"

YourWestValley.com, 8/09

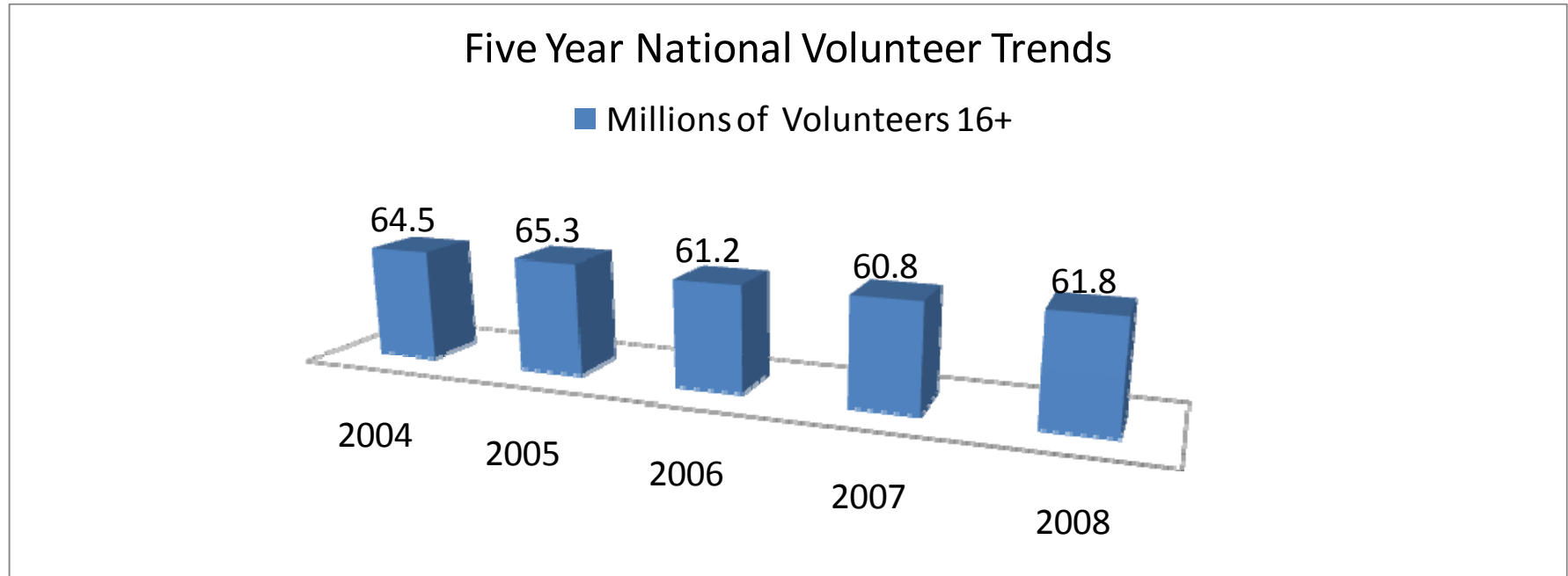
"Travel Trends: Voluntourism"

The Nation, 4/09

"Non Profits Adapt as Volunteers Change"

Northwest Herald, 8/09

Trends – Volunteering ^{1, 2}

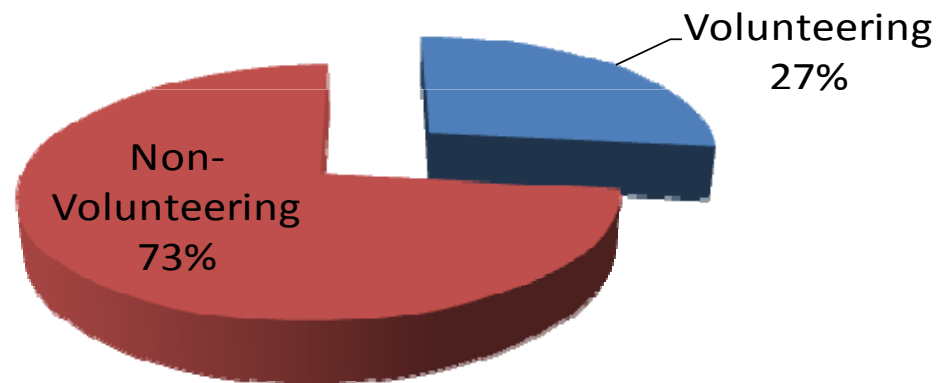


¹ Source: Bureau of Labor Statistics, Current Population Survey, 2004 to 2008

² Volunteers are defined as persons who did unpaid work through or for an organization

Trends – Volunteers ^{1, 2}

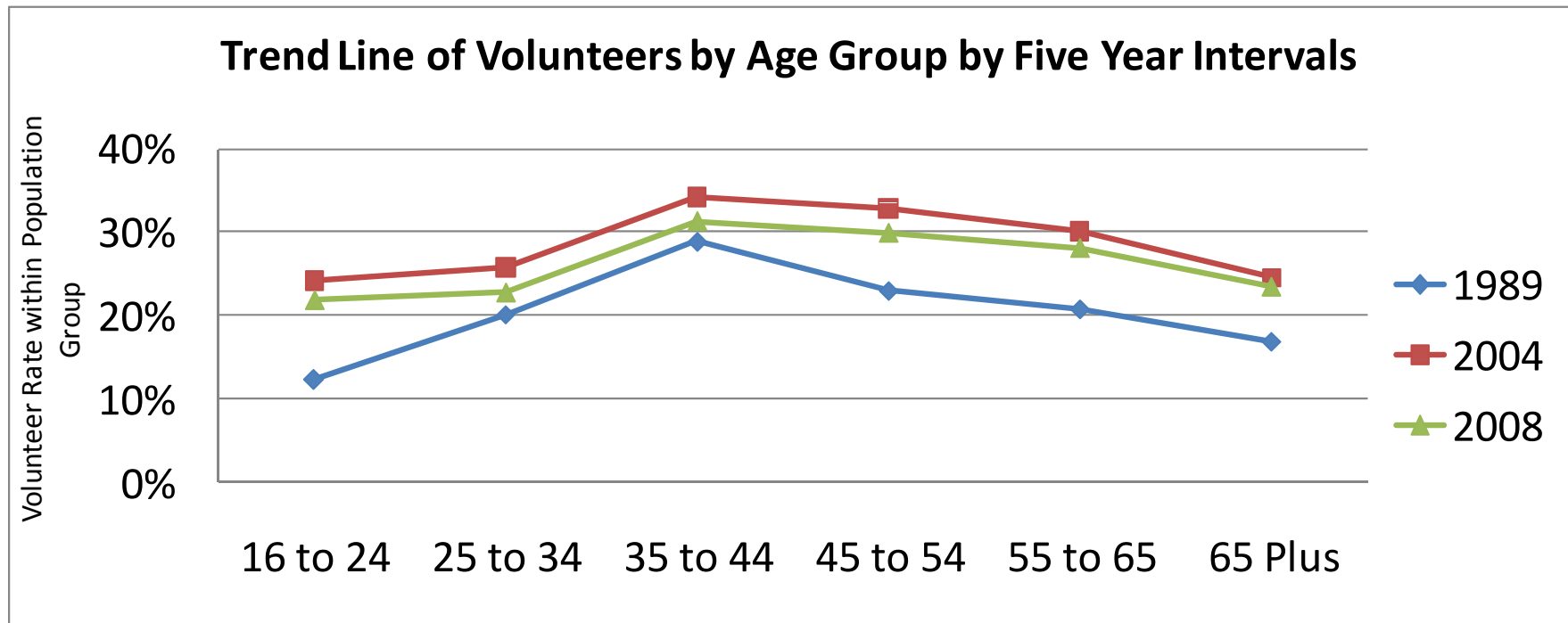
**Percentage of U.S. Population Above the Age of 16
Who Volunteered in 2008**



¹ Source: Bureau of Labor Statistics, Current Population Survey, 2008

² Volunteers are defined as persons who did unpaid work through or for an organization

Trends – Volunteering ^{1, 2}



¹ Source: Bureau of Labor Statistics, Current Population Survey, 1989, 2004 to 2008. Volunteer Service Benchmark indicator was reset in 2002. 1989 results are based upon prior survey methodology.

² Volunteers are defined as persons who did unpaid work through or for an organization

Trends – Volunteering

- Reasons for Not Volunteering
 - Perception of who volunteers are
 - Fear of the time commitment and length of service
 - Not approached by a trusted friend
 - Not asked to use the skills they already have
 - Not offered opportunities to develop new skills

Trends – Volunteering

- Emerging Opportunities
 - Virtual Volunteering
 - Volunteer Vacations
 - Episodic Volunteers
 - Mandated Volunteerism
 - Entrepreneurial Volunteering
 - Family Volunteering
 - Youth Volunteering
 - Corporate Volunteering





Segment Two:

USFS Capacity Assessment

Presenter

Lisa K. Machnik, PhD
Natural Resources Specialist
USFS R4 RO - Recreation, Heritage &
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USFS Volunteer Program Capacity Assessment

- Need for a Capacity Assessment
- How does this move the USFS towards a National Volunteer Strategy?



USFS Volunteer Program Capacity Assessment

- USFS's ability to engage volunteers is dependent on our internal capacity to:
 - Recruit, place, coordinate, support, manage, supervise and recognize our partners, individual participants and the program as a whole.



Objectives & Methodology

Methods

- On-line survey of USFS staff at district, forest, and regional offices (272 responses)
- Interviews with key USFS staff (12 contacts)
- Interviews with selected partners (5 contacts)

Critical Issues

- Leadership
- Resources
- Training
- Communication
- Administration
- Partners

Key Findings

Leadership

- Need for leadership at multiple levels – Districts are key
- Examples of successful programs with substantial and creative leadership support
- Recognition
- Values/beliefs – leading to a volunteer mission/vision statement

Resources

- “It’s just one part of my job”
- Consistency is lacking
- Ability to leverage scarce dollars
- Need for USFS structure to support building capacity *and* manage ongoing programs

Key Findings

Training

- 73% of USFS survey respondents have had no training for managing a volunteer program or for working with volunteers
- Program complexity
- Training for volunteers!

Communication

- Consistency within and across the USFS
- Effectively publicizing opportunities and activities
- Tracking and reporting

Key Findings

Administration

- Need for consistent interpretation and application of Grants and Agreements processes
- Community momentum
- Streamlining processes

Partners

- Potential for program support and stability
- 61% of respondents do not work with a 'friends' group
- Internal and external
- Capitalize on success

Key Findings

- By Working in Collaboration with dedicated USFS Staff and Partners there are:
- Great Possibilities
 - Citizen stewardship
 - Relationship building
 - Program work accomplishments
- Which Will Require a Commitment
 - Investing in internal structure
 - Building on current successes
 - Support from Leadership





Questions?



End First Half - Break

We recommend that you keep weblink open/active.

Please Hang Up Now

Dial back in at (800) 369-2114

SECOND HALF BEGINS AT 2:50 EST



Welcome Back !

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Segment 3:

USFS Volunteer Research Initiatives

Presenter

Jim Absher, PhD
Research Social Scientist
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Recent PSW Volunteer Research

- Philanthropy, Giving and Volunteering
- Environmental Sector?
- Three Phases of Research:
 - Volunteers
 - Volunteer Management & Capacity
 - Volunteers again
- Connection to USFS Research Agenda

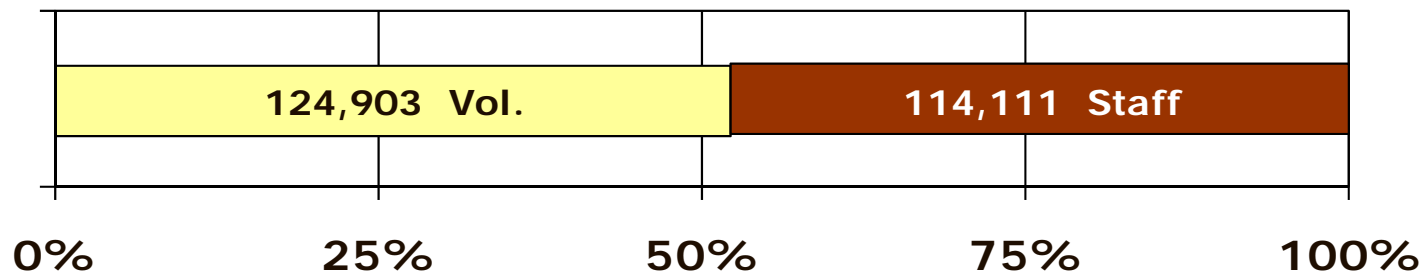
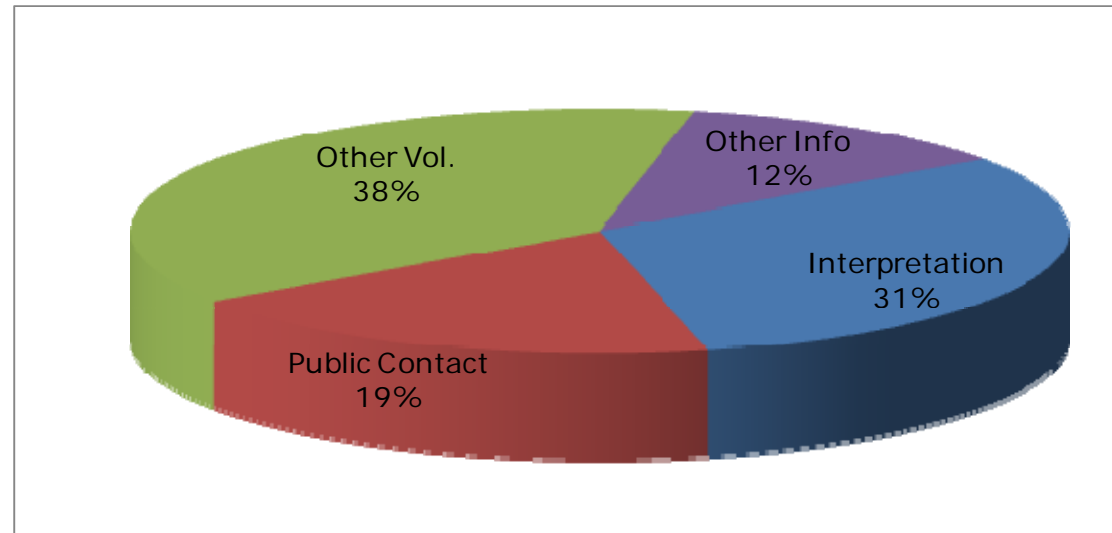
Research Phase 1: Focus on the Volunteer

Environmental: Parks, Visitor Centers



California State Park Volunteers

- Volunteer hours:
Information vs.
other roles
(908,876 hrs)
- Presented programs:
Volunteers vs. Staff
(hours and percent)



Environmental: Land Management



Research Phase 2: Volunteer Management & Capacity

Forest Service Volunteer Management & Capacity

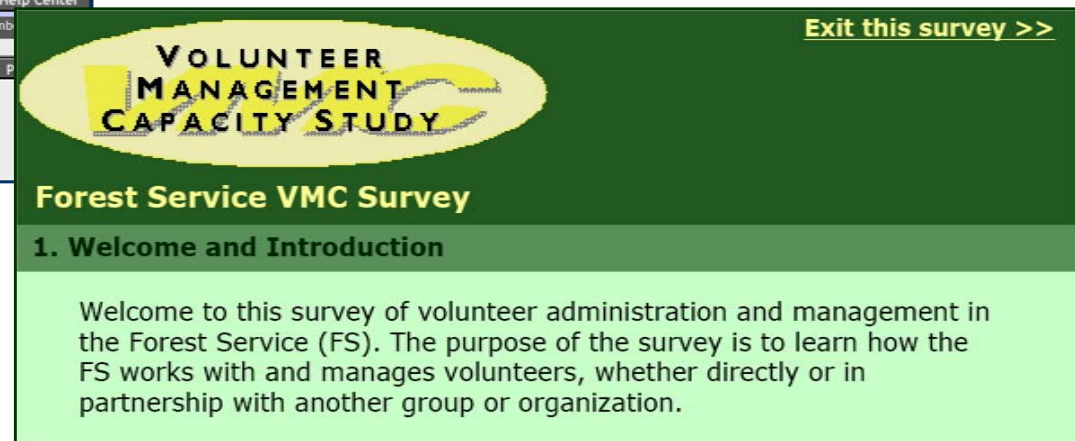
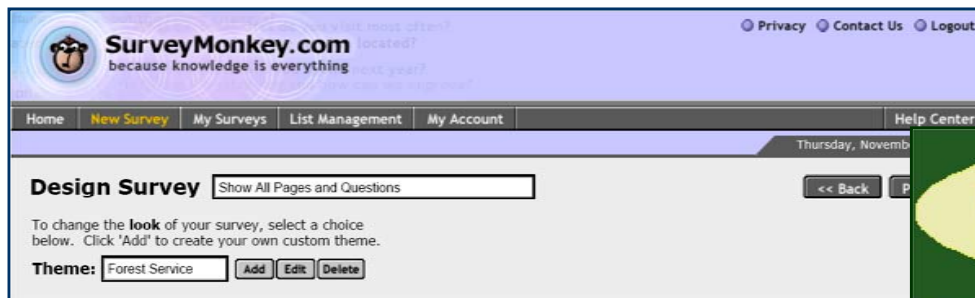
- Incorporate Key Volunteer Management Concepts
- Different Types of Volunteers
 - Direct: Forest Service employees manage directly
 - Agency: Volunteers are involved through membership in a group or organization
- Internal report available

Results: Applying Volunteer Management & Capacity to your setting:

- Concepts will help direct robust volunteer programs (Agency outcomes)
- Concepts will help develop and sustain Agency and community partnerships
- Concepts also help the volunteer achieve more from their service.

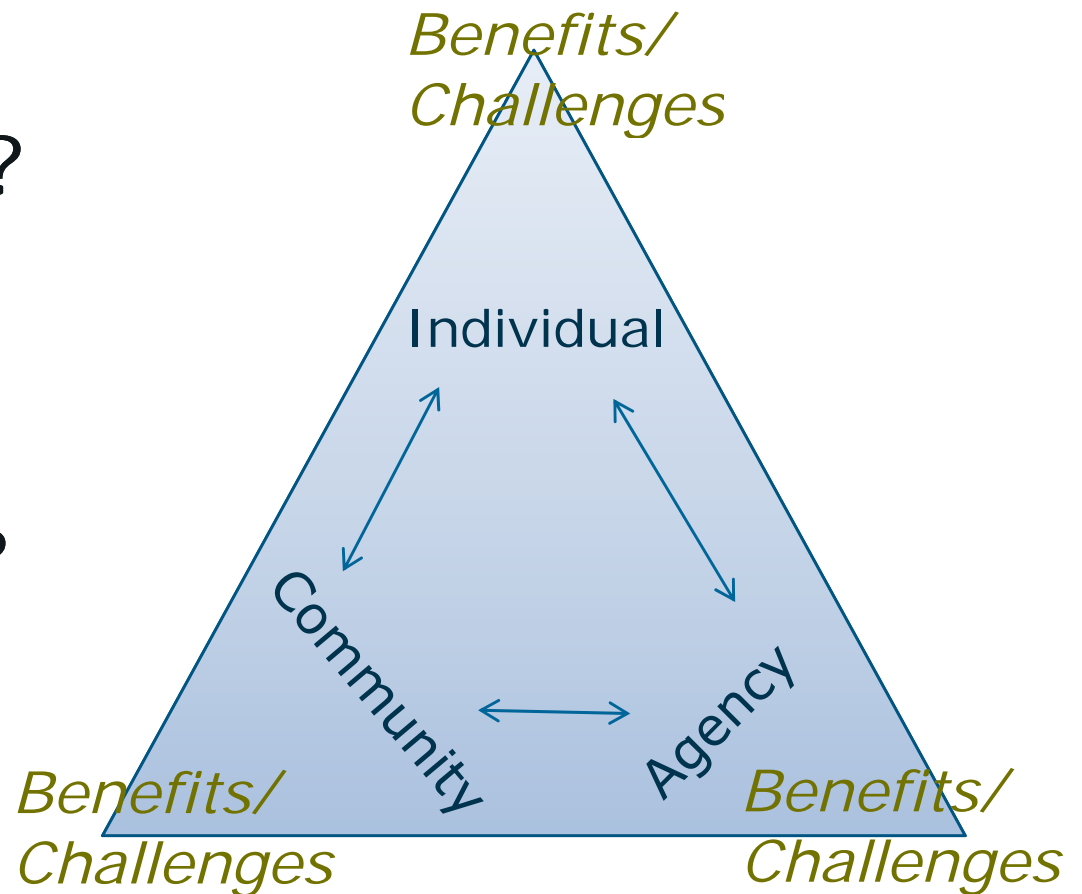
Phase 3: USFS Volunteers & Management Information

- Understanding and monitoring volunteers in a customized way
- Investments and policy changes are linked to greater benefits to/from volunteers
- OMB approved survey instrument with tailored reports



Volunteer Management & Capacity as an Integrated System

- Challenges/Benefits?
- Community-based?
- Outcomes to whom?





Questions?



Segment Four:

USFS Partner Feedback and Non Profit Volunteer Management Models

Presenters



Margaret Bailey
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Objectives & Methodology

- Objectives
 - Gain perspective from current USFS partners on ways to improve Volunteer Program
 - Gain insights from non profit volunteer management models outside the USFS and natural resource management

Objectives & Methodology

- Methodology
 - Structured 1.5 hour interviews focused on five areas:
 - Strategy,
 - Organizational Structure
 - Funding
 - Programs & Activities
 - Technology & Innovation and Change
 - Executive Summary report on findings

Key Findings – USFS Non Profit Partners

- Observation: Misalignment of Expectations
- Issue:
 - Agency focuses on Program of Work
 - Partner frames work as Stewardship
- Impact:
 - Partners don't always understand the purpose of program of work; therefore they don't understand the value/importance of work, but can and want to
 - Volunteer projects are designed from an execution versus an experience perspective

- Example:   

Key Findings – USFS Non Profit Partners

- Observation: Alignment of Projects around Community vs. Administrative Boundaries
- Issue:
 - Agency set up to deal with projects at District or Forest level
 - Partners conduct work/volunteers experience work on a community/landscape level
- Impact:
 - Project execution is not as expansive as it could be
 - Partners resources are not leveraged to greatest degree

- Example:



Key Findings – USFS Non Profit Partners

- Observation: USFS Infrastructure does not support Volunteer Program Effectively
- Issue:
 - Grants and Agreements financial management tools are:
 - Designed for Agency accountability not ease of use
 - Sometimes the actual project, the value of the outcome is not considered when making judgment calls and decisions about agreements
 - Internal, partner, and volunteer training are designed at a basic level. No focus on leveraging staff and partner interest in expanding training, knowledge and leadership.



Key Findings – USFS Non Profit Partners

- Observation: USFS Infrastructure does not support Volunteer Program Effectively (Con't.)
- Impact:
 - Opportunities for funding and partnerships are missed
 - Opportunity to increase capacity and commitment are missed
- Example:



Key Findings – USFS Non Profit Partners

- Observation: Leadership and Commitment are Missing
- Issue:
 - A sustainable volunteer program requires capacity building within the USFS and with its partners
 - USFS Leadership hasn't, to date, matched rhetoric with resources
- Impact:
 - Internal staff not prepared to deal with partners and not all partners prepared for responsibility to execute
 - Real change will not occur unless leadership commitment is in place



Key Findings – External Non Profits

- Observation: Strategy must exist at all levels and accountability for results is key
- Impact:
 - Non profits all develop their strategy based upon the premise that their mission will be achieved through volunteers which are supported by staff
 - Accountability is developed based upon the strategy and plan
- Example:



Key Findings – External Non Profits

- Observation: Organizational and Infrastructure Support Matter
- Impact:
 - Organizational structures need to be in place to execute on strategic mission
 - Structures need to be evaluated for whether they remain relevant for service delivery
 - Legal, finance, communication, and training are key infrastructure elements for effective service delivery
- Example: **Transforming Girl Scouts** CORE BUSINESS STRATEGY FOR THE 21st CENTURY

Key Findings – External Non Profits

- Observation: Adaptation is key both in structure and tools
- Impact:
 - The changing nature of volunteers requires that organizations adapt their service delivery to take advantage of current and future talent pool
 - Need to adapt communication and work methods to meet new volunteer trends

- Example:

Key Findings – External Non Profits

- Observation: Financing needs to be structured appropriately. Fundraising can incorporate and leverage volunteers
- Impact:
 - Volunteers need an appropriate place on the organization chart and within the budget
 - Volunteers have capabilities and interest in supporting non profit fundraising and should be leveraged

- Example:



Key Findings – External Non Profits

- Observation: It takes courage to speak the truth and change
- Impact:
 - Declines in service delivery and lack of relevance will occur if organization is not willing to undertake self evaluation
 - Change can occur with rigorous self evaluation and commitment
- Example: **Transforming Girl Scouts** CORE BUSINESS STRATEGY FOR THE 21st CENTURY



Questions?



Closing Remarks

USFS Leadership



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Bill Woodland
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Closing Remarks – Program Manager

- Focus
 - Building Team
 - Listening to and engaging with personnel involved with program delivery
 - Field and Regional personnel
 - Partners
 - Communicating across boundaries within Agency and with other agencies
 - Coordinating and reviewing feedback from today's session
 - Building upon the foundation



Closing Remarks - Director

- Right Time and Position
 - Recreation Strategic Framework
 - Foundation of partnering & volunteers
 - Administration commitment to public service and volunteerism
- Next Steps
 - Assimilate current research initiatives
 - Continue partner engagement
 - Explore future options



- Wrap Up
 - Participants emailed Webinar Deck: 12/4/09
 - Participants emailed Evaluation/Feedback: 12/11/09
 - All Chat Questions will be provided to Bill Woodland
 - Link to Research from Webinar at:
<http://www.fs.fed.us/volunteer/volunteer-program-initiatives.shtml>
 - Posting of Streaming Webinar: 1st Qtr 2010



Thank You!

End WebEx and Conference Call