

Volunteer Recruitment



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Objective

- How to find and motivate volunteers who can bring and implement new and creative ideas for running a Section.

Scope

- This presentation covers:
 - Volunteer, Non-profit Organization
 - Why people volunteer and do not volunteer.
 - Conveying what we need
 - Recruiting volunteers
 - How to find volunteers

Volunteer

- One who offers time and talent to do a task without pay
- One who has to accomplish without bossism
- IEEE is a volunteer-driven organization
- IEEE is a Non-profit organization

Non Profit organizations

- Organized and operated solely for non profit purposes
- Income not for personal benefit
- Usually voluntary
- Value guardians and service providers
- Surplus and not profit

Non profit organizations

- Success depends on volunteers
- Volunteers properly chosen and motivated can make Section effective
- Volunteers shape the future of IEEE
- Accountability
- Non-hierarchical

Why Recruit Volunteers

- To keep IEEE alive
- To get the work done
- To share the work
- To bring new ideas
- For greater membership involvement (not just membership development)

Why people volunteer

- Belief in the cause of organization
- To learn / improve skills for personal growth, leadership
- To give back to their profession-repay debt
- To feel useful and needed

Why people volunteer

- To explore their own strengths
- To form relationships and contacts
- To achieve and be recognized
- People volunteer to satisfy their needs.
- Because the image of Section is very good

Trends in volunteering

- A decline in volunteerism
- Increased choice before volunteers
- Decreased support of industry
- Increase in individualism
- Increased pressure on time

Ways to deal with the trends

- Understanding volunteers
- Making recruitment professional
- Engaging them in meaningful work
- Retaining and recognizing them
- Publicizing to industry and members that volunteerism is good for business

What we need to do

- Publicize specific volunteer opportunities more visibly and often
- Match requirements to volunteer's expectations
- Propagate that IEEE volunteer structure develops one's leadership skills
- Entrust Section leadership in right hands
- Speak of your successes as people like to volunteer only in enterprises that accomplish something worthy.

Costs and benefits of volunteering

- Many benefits listed in earlier slides
- Costs include scarce resources like time, effort and money
- For successful volunteers, benefits outweigh costs
- Also the game between Sections and volunteers is not a zero sum game

Return on Investment

- “ My IEEE volunteer work has been an investment that has returned much more to the quality of my career, professional satisfaction and life in general than I have given” – Kenneth Laker, Past President, IEEE

Recruiting Volunteers

- It should be a process and not a problem
- Not a case of asking and taking the first individual who comes along
- What you want volunteers to do followed by How to recruit.
- Before asking members to volunteer, you need to 1) know your needs and 2) prepare a volunteer position description.
- Volunteer position description is basic and is needed for identifying, matching, communicating to prospective volunteer

Design of Volunteer Position Description

- Position , title
- Volunteer's work – impact on Section's objectives
- Responsibilities and duties
- Commitment of time / term needs
- Qualifications needed
- Describe training and support available
- Benefits also can be mentioned

Recruiting volunteers

- Plan it based on volunteer position statement
- Inspire prospective volunteers by telling common goals / visions
- Talk to them so you know what their needs are
- To attract volunteers, explain benefits based on your personal experiences as volunteer
- Recruiting is never asking people to do a favor

Sell the benefits

- Increased skills in managing and leadership
- Opportunities to network and develop contacts
- Visibility in community / organization
- Doing something useful / enjoyable

Marketing volunteerism

- In meetings
- By brochures (samples in IEEE website on Volunteer Recruitment Toolkit)
- Personal contacts – word of mouth
- To employers of members – a major directed campaign by IEEE is needed
- Do not however offer what you cant provide

Basic wishes of volunteers

- Manageable tasks
- Clear and measurable goals and deadlines
- Tasks of their interest
- Good working environment
- Appreciation, recognition and rewards
- Task providing value to volunteer

What turns off volunteers

- Disorganized management / leadership :
Example - meetings
- Lack of training / orientation
- Wrong assignment
- Lack of support / contact / response
- Insufficient funding
- Difficulty of extricating themselves once in

How to find volunteers

- Membership lists, Attendance sheets
- Know your members, their interests, abilities, inventory
- Talk to and mingle with members before or during breaks in meetings
- Convince them they can do the job
- Brochure help, but nothing equals asking them directly. People like to be asked
- Provide role models, publicize their contributions

How to find volunteers

- Make recruitment a year long affair
- Word of mouth by existing volunteers telling their experiences
- Best recruiters are satisfied existing volunteers
- Make tasks smaller only if needed
- Guide new volunteers – assist, train

How to find volunteers

- Don't be tempted by a volunteer's position and company resources. Often they will not find time
- Don't give leadership to new volunteers. Grassroots method good. Prior involvement
- Proximity of officers is helpful
- Form volunteer development committee instead of just nominations committee
- Not only nomination committee but every volunteer to find new volunteers

Motivating and retaining volunteers

- Avoid frequent / disorganized / lengthy administrative meetings
- Recognizing / rewarding good work
- Maintain good work environment
- Equitable sharing of workload
- Listen to volunteers
- Volunteers whose needs are met stay on as volunteers longer

As someone rightly said -

- “ No matter how much experienced or senior are they, they will find IEEE provides them opportunities to improve their managerial / leadership skills”
- We need to tell the above to all IEEE members and also to their employers.

To Sum Up

- Good job design
- Where to look for candidates
- Selection of right technique
- Proper way of asking / inviting
- Effort

References

- IEEE Volunteer Recruitment Toolkit with call for volunteers brochure etc.,
http://www.ieee.org/web/geo_activities/units/volunteer/index.html
- IEEE section-Chapter Volunteer Forum, a virtual community https://www.ieeecommunities.org/section-chapter_vol

References

- Canada's national survey on volunteering
www.nsgvp.org
- U.K.'s Russell commission report 2005 on a National Framework for Youth Volunteering-
<http://archive.cabinetoffice.gov.uk/russellcommission/index.html>
- Leader to Leader audio tapes – Drucker Foundation on Non profit organizations
- The volunteer recruitment book – Susan J. Ellis, Energize, Inc. 1994

Thank you

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