Making the Most of People:

Recruitment, Retention, and Recognition

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Webinar Outline

• Introduction
• Value of SIVs and How to Reach Out to Them
• Determining Skill Sets and Interests
• Recognition and Reward
• Maintaining Consistency Throughout the Project
• Resources
• Questions and Feedback
Objectives

• Understand how volunteers and interns can be a valuable tool for completing a project
• Have strategies for tapping into the skills and strengths of existing people
• Know how to give a beneficial working experience to volunteers and interns
• Have ideas for sharing project success with everyone who helped
Getting to Know You!

• Organization size
• Organization type
• Experience with students, interns, volunteers?
Value of SIVs During Project Work

Upsides
- Labor source
- Connections and advocacy
- Perspective

Caveats
- NOTHING is free
- Potential for turnover
- Reliability
Which Type of Volunteer?

Academic Institution
- Students
- Interns
- Work-study

Community Organization
- Community groups
- High school students
- Court-appointed
Which Type of Volunteer?

Member-based Institution
• Look to your membership!

Libraries and Archives
• Historical and genealogical societies

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Image Credit: Clip Art
Ways to Reach Out

• Contact organizations that require community service hours
• Membership form
• Social media, digital videos, website
• Emails and newsletters, blogs, flyers
• Staff connections, community centers, graduate programs
• Event announcements
• Local news organizations and other public outlets
Ways to Reach Out – Tips!

• Specialty newspapers and community centers
• Highlight various benefits
• Project overview
• Visually appealing! (Unlike this slide.)
• Don’t forget about current staff
Activity # 1: Discussion

• How have you effectively reached out to these types of groups?
• What types of outreach methods have worked better for you?
• What places have been volunteer "hot spots" for you?
• What do you think would motivate volunteers to come to your organization?
Discussion

Q1. How have you effectively reached out to students, interns, and volunteers?
The group spent 4 minutes discussing this question. A complete transcript of Chat 1, Strategies for Outreach to Students, Interns, and Volunteers, can be downloaded on the webinar’s home page found in the text below.

Discussion

Q1. How have you effectively reached out to students, interns, and volunteers?
Discussion

Q2. What types of outreach methods have worked better for you? What places have been volunteer “hot spots”? What do you think motivates volunteers to come to your organization?
The group spent 8 minutes discussing this question. A complete transcript of Chat 1, Strategies for Outreach to Students, Interns, and Volunteers, can be downloaded on the webinar’s home page found in the text below.

Discussion

Q2. What types of outreach methods have worked better for you? What places have been volunteer “hot spots”? What do you think motivates volunteers to come to your organization?
Food for Thought

• Are unpaid internships and other positions ethical?
Determining Skill Sets and Interests

• Interviews
• Questionnaires
• Chats
Determining Skill Sets and Interests

• Volunteer application example: Yale Peabody Museum
• Volunteer landing page example: Yale Peabody Museum
• Volunteer agreement and expectations form example: Alexandria Museum of Art
AVAILABILITY!
Utilizing Skill Sets and Interests
Skill Sets and Interests of Existing Staff

• Select a project that takes advantage of the skills of your existing staff/volunteers

• Discovering hidden talents and skills of existing staff
  • Ask!
  • Assign a group or individual project
  • Switch places
  • Encourage staff to go outside their comfort zone
  • Peer to peer reviews
Non-Traditional Projects

• Crowdsourcing

• Blitz Projects
Crowdsourcing

Planning It:
• Keep it simple!

Building It:
• Tech people required?
• Maintenance

Library of Congress
University of Iowa
Smithsonian
Article from Information Today on crowdsourcing with additional examples
Blitz Projects

• Short-term and intensive
• Can be tedious work, but worth it!
• Great projects for existing staff, but can be good for one-time volunteers too
• Projects can include filing, labeling, and other tasks that increase access to collections
• Yellowstone National Park Blitz Project
  • Using a Team Approach
  • Archives Blitz as a Framework
  • Keys to a Blissful Blitz
Recognition and Reward
Recognition and Reward

• Reiterate the impact of their work
• Project-related events
• Volunteer appreciation day
• Letter or certificate
• Gifts or prizes
• Meet the donor
• Student deliverables
Activity # 2: Troubleshooting

• What challenges have you faced or are you concerned about with students, interns, or volunteers?

• What solutions have worked for you?
Discussion

Q1. What challenges have you faced or are you concerned about with students, interns, and volunteers? What solutions have worked for you?
The group spent 15 minutes discussing this question. A complete transcript of Chat 2, Troubleshooting Concerns about Students, Interns, and Volunteers, can be downloaded on the webinar’s home page found in the text below.

Discussion

Q1. What challenges have you faced or are you concerned about with students, interns, and volunteers? What solutions have worked for you?
Discussion

Q2. What types of awards or recognition have worked (or not) in your organization?
The group spent 5 minutes discussing this question. A complete transcript of Chat 2, Troubleshooting Concerns about Students, Interns, and Volunteers, can be downloaded on the webinar’s home page found in the text below.

Discussion

Q2. What types of awards or recognition have worked (or not) in your organization?
Maintaining Consistency

- Documentation
- Communication
- Evaluation
Maintaining Consistency - Documentation

- Staff and volunteer work (hours worked, tasks, deliverables)
- Job or volunteer descriptions
- Recruitment sources
- Skill sets and volunteer card
- PROJECT WORKFLOWS, PROCEDURES, AND DECISIONS!!!!
Maintaining Consistency - Communication

- Check-in times
- Review of work
- Supervision

Talk it out, work it out!
Maintaining Consistency - Evaluation

• Continuous. Don’t leave it until the end of the project.
• Volunteer experience from your point of view
• Volunteer experience from their point of view
  • Exit interview
• Advertise positive remarks made by volunteers as part of recruiting for your next project and for the stakeholders
Maintaining Consistency
One More Time...

DOCUMENT YOUR
PROJECT WORKFLOWS,
PROCEDURES, AND
DECISIONS!!!!
Other Things to Consider

• Reiteration: Training time
• Training methods
• Collaborating with other institutions
• **Resource Library!**
Questions, Answers, Feedback

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