



Leveraging Stakeholder Volunteer Programs



Agenda

1. WebEx Instructions
2. Introductions
3. Nashville Public Library, Amy Pierce and Marian Christmon
4. Memphis Housing Authority, Vernua Hanrahan-Noble and Leon Shead
5. Q & A

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Nashville Public Library Volunteer Program

Amy Pierce

Marian Christmon



About Nashville Public Library

Mission

- Inspire reading, advance learning and connect our community.

Vision

- All members of our diverse community are empowered through limitless learning opportunities to enrich lives.

Locations

- 21 locations
- Main Library
- 20 Branch locations throughout county
- Winner of 2017 Library of the Year

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Volunteer Program – 350 Volunteers

How do we utilize volunteer support?

- Book management
- Program Support
- Events
- Talking Library
- **Digital Literacy Classes**
- College Internship Program
- English Conversation Clubs

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Structure of the Volunteer Program

- **Schedule**
 - Weekly, regularly occurring
 - Swift team
 - One-time needs or events
- **Minimum Requirements:**
 - Must be 13 & up to volunteer; 16 & up for Digital Literacy classes
 - 50 Hours of Service Minimum
- **Recruiting Process**
 1. Application
 2. Interview
 3. Check with location
 4. Orientation, forms
 5. Background check, if applicable

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Technical Details

Where do we house our volunteer information?

- Volgistics

Keeps track of:

- Contact info
- Schedules
- Volunteer Leader info
- Service time
- Reports

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Recruiting Methods

- Partnership with Hands on Nashville
- VolunteerMatch.org
- Facebook
- Library's website
- Word of mouth



Hands On
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Digital Literacy Classes

Things to Consider when Developing a Volunteer Opportunity:

- When do you need help?
- What type of students will you have?
- What are their needs?
- How many volunteers would be useful?

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Digital Literacy Classes

Post opportunity

- Description
- Age limits (16 & up?)
- Special considerations (patience, etc.)

Follow-Up

- Send confirmation to registered volunteers
- Shared spreadsheet with Digital Literacy team to record hours

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Leveraging Stakeholder Volunteer Programs

People Are Assets
Time-Talents-Funds



Leveraging Stakeholder Volunteer Programs

The programs that were leveraged for the Partnership:

- ROSS Grants, Jobs Plus, and Social Service Coordinators
- Choice Neighborhood Implementation (CNI) Grant
- City of Memphis Summer Youth Programs
- Shelby County Government Internship Programs
- City of Memphis Interns from the University of Memphis and Lemoyne-Owen College
- Each program requires community partnerships and input from the Residents
- MHA uses the Resident Advisory Board and the Advisory Councils to vet, evaluate and recruit resources

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MHA's Approach to Finding Volunteers and Resources

- The Executive Office of the Memphis Housing Authority (MHA) coordinated efforts internally and externally to seek volunteers and funds.
 - Volunteers came from across the Agency.
 - MHA also reached out to local government and the philanthropic community to assist with funding the program.
 - Partners were recruited for specific roles in implementing ConnectHome.
 - We needed people and the resources that they bring -- “Time, Talent, and Money”.

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MHA's Approach to Finding Volunteers and Resources

INTERNAL:

- MHA's small **Information Technology (IT)** department led the charge to find low cost devices and negotiate prices for residents.
- **Accounting**
 - Identified the costs associated with the program and any funds that might be used to cover in-house expenses
 - Solidified the fund raising goal and kept the Executive Team informed of any income streams that might be utilized in the future.
- **Staff at all levels** were asked to assist in any way possible, from distribution, to inventory and follow-up contact with program recipients.

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MHA's Approach to Finding Volunteers and Resources

EXTERNAL RESOURCES:

- Using this core group, MHA then reached out to the larger community of the City of Memphis for additional funding.
- MHA needed the talent of its staff and their time to attract funds from the larger community.
- MHA staff are the best messengers to attract and keep volunteers.

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Volunteer Recruitment



The “What” in Volunteer Recruitment

Always start the process by asking “What is in it for...”:

- My organization
- The residents
- The community
- The volunteers

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The “What” for the Memphis Housing Authority

- ConnectHome is a another tool to assist MHA with helping families become self-sufficient, which is a goal of the agency
- Connectivity provides a way to communicate quickly and effectively with residents as the Agency tries to ensure all are informed and aware

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The “What” for Residents

The “what “ for residents is the connection to the larger community

- On-line registration of students into Shelby County Schools and tracking of student progress
- Post secondary schools enrollment and on-line courses
- Training programs
- Job searches
- Entertainment (limited amenities in some communities)

By leveraging the staff of the ROSS grants (Service Coordinators and Jobs Plus)

- Assisted with recruiting families for the T-Mobile tablet distribution event
- Families receive assistance using the apps for education.
- Keeping in touch with social service coordinators
- Job searches
- Medical appointments
- Helped residents to prepare budgets to maintain connectivity past the two years of funding provided by MHA.

The Choice Implementation Grant

- Health Education Counselors (how to arrange appointments and medical refills on-line)
- Education Counselors assistance with job training, post secondary education, obtaining the High School Equivalency Diploma (formerly GED)

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The “What” for Community Partners

The “what” for the Community Partners centered upon their relationships with residents, MHA, local government and private and local foundations:

- **T-Mobile access to residents as customers**
- **Shelby County Schools enrollment of students**
 - Process for parents to track the progress of his/her student
 - Provide attendance alerts
- **Workforce Investment Network**
 - Assistance in obtaining job training and placement goals
 - Reduction of unemployment
 - Ability to provide educational opportunities for residents
- **Women’s Foundation of Greater Memphis**
 - Assistance in reaching its goal to reduce poverty in zip code 38126 by 1% each year over a five year period.
 - Provides information on programs that it funds to residents

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Volunteers = Success

Volunteers helped with:

- Distribution
- Solicitation of funds and
- Training residents to use their devices

Volunteers allowed MHA to:

- Meet the goal of providing each family at the targeted developments with a tablet

And...People are still committed to finding ways and programs to connect more than a thousand residents.

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Results of MHA's ConnectHome Program

- **The partnerships developed garnered the following assets:**
 - **1000 tablets for residents from T-Mobile**
 - Lower connectivity rates (\$10.00 per month and free hardware), loaded software and trained high school students as “technical support” for the participants.
 - **Shelby County Schools system**
 - Provided the apps to be used for on-line registration, homework assignments and to access students grades and progress.
 - Identified students and teachers that would be trained to assist the residents.
 - **The Workforce Investment Network (WIN)**
 - Provided the links for job search and educational opportunities and job training/job placement.
 - **Women's Foundation of Greater Memphis**
 - Provided funding to assist with paying 2 years of connectivity
 - Volunteers from companies associated with Board of Directors

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Q & A

