

# Member Development and Support



Tools and Resources  
for  
Building  
Strong Programs



# Questions

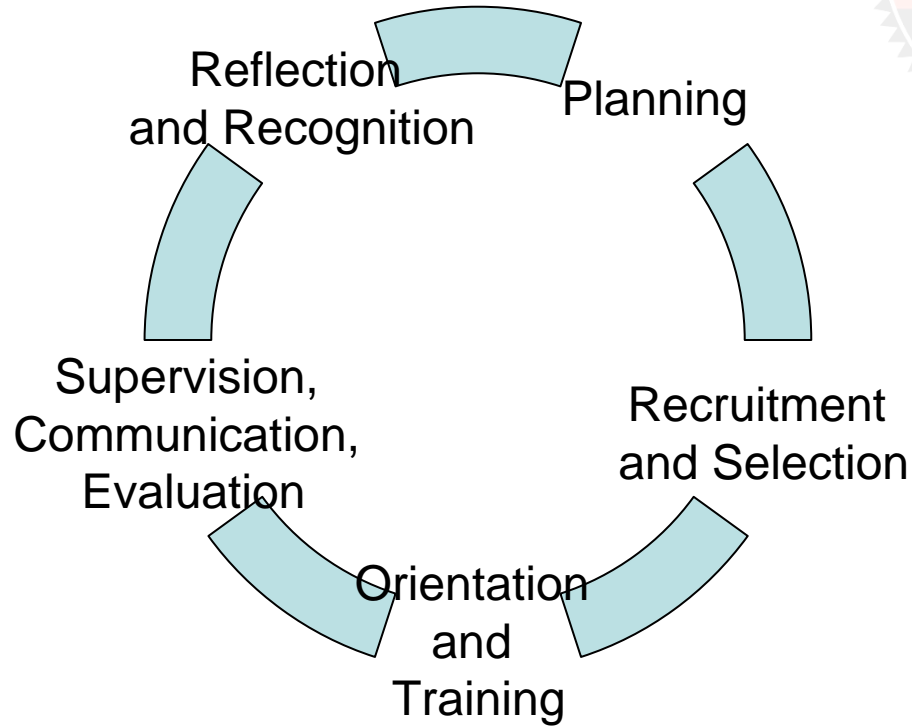


Why do members stick around?

What challenges do members face?



# Member Management Cycle



# Current Context



## Focus on Retention

- Not only a requirement, but an important factor for success
- 90% retention rate

## Focus on Recruitment

- Member Service Years – 100% recruitment rate

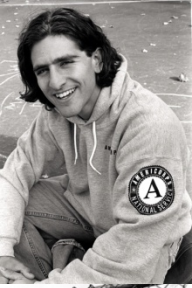
## Increased Emphasis on Impact

- Recruit the right members for the right positions to get the best results



# Why Members Leave...

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# Think about...

## A time when you took part in a team success.

- What happened?
- How did it happen?
- What can you take away from the experience?



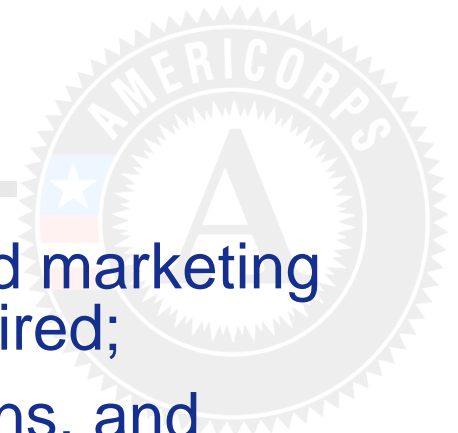
# Recruitment



- Written description of an "ideal corps" based on community served, needs, program goals & activities;
- Written list of member benefits;
- Written member position descriptions developed in conjunction with stakeholders that detail essential information;
- Written, strategic, innovative year-long recruitment plan, developed with stakeholders that includes various methods, timeline, goals, and responsibilities;
- Enlists champions who can support program with recruitment



# Recruitment



- Conducts targeted recruitment and marketing based upon “type” of member desired;
- Has strong publicity, public relations, and marketing campaigns to build a positive image of the program within the community(ies);
- Program actively recruits individuals with disabilities;
- Provides incentives to members who bring in applicants;
- Gets feedback from members on how they heard about the program and how they think others can learn about the program.





# Selection



- Provides opportunities for interested applicants to learn about the program and organization first hand;
- Organization is prepared to accept ongoing application and is welcoming and responsive to all prospective applicants;
- Selects a diverse pool of members that reflect the communities in which they serve;
- Member Application elicits enough information to determine whether the prospective member is appropriate for organization;



# Selection



- Selection process thoroughly assesses volunteer background, skills, accomplishments, motivation, goals, and commitment;
- Selection process involves a diversity of participants that have a stake in the program;
- Matches members to appropriate positions and sites, ensuring reasonable accommodations are adhered to; and
- Gets feedback from partners and other stakeholders on effectiveness of selection process.

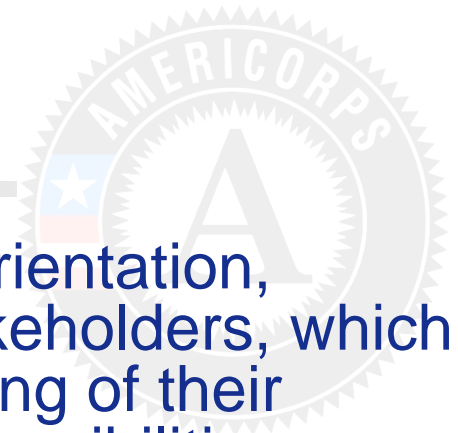


# Orientation and Training - Planning

- Written list of skills and knowledge members need to do their service;
- Conducts training assessments with members and sites to determine training needs and wants;
- Has a year-long training and development plan, developed in conjunction with program stakeholders;
- Builds partnerships with other national service programs to expand training opportunities and resources;
- Develops relationships with alums, area organizations and groups that can provide free and/or reduced trainings; and
- Assesses training effectiveness and makes modifications as needed.



# Orientation



- Carries out member pre-service orientation, developed in conjunction with stakeholders, which prepares members for the beginning of their service and to carry out their responsibilities;
- Builds teams among members;
- Ensures members understand their position descriptions, prohibited activities, and responsibilities (includes forms, documentation, member contract, etc.);
- Provides members with an understanding of the larger national service movement and AmeriCorps;



# Orientation



- Creates a common understanding of the program vision;
- Exposes members to the results expected i.e. performance measures;
- Trains participants to support successful entry and navigation within organizations and communities; and
- Provides members with information on overall organization, sites, supervisors, and communities served.



# Training



- Provides ongoing opportunities to train participants throughout the year;
- Creates opportunities for members to learn about the National Service movement and participate in national service days and activities with others streams of service programs, if available;
- Effectively trains members to support the recruitment and management of volunteers, as applicable to program design;
- Fosters positive attitudes with members regarding the value of lifelong civic engagement and service for the common good;



# Training

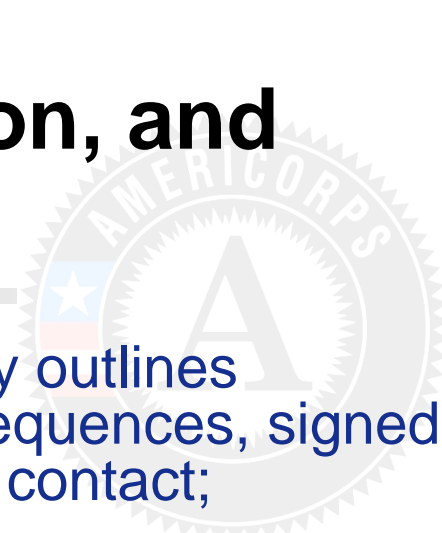


- Provides training to members that raises their competencies around diversity/cultural competency/inclusion;
- Provides year-long training to members around Life After AmeriCorps;
- Trains members on topics such as working in teams, leadership, conflict resolution, compassion fatigue, etc.; and
- Training is also seen as an opportunity to pull members together, to provide time for socialization, and to remind them about the larger team and the bigger picture of what they are doing.



# Supervision, Communication, and Evaluation

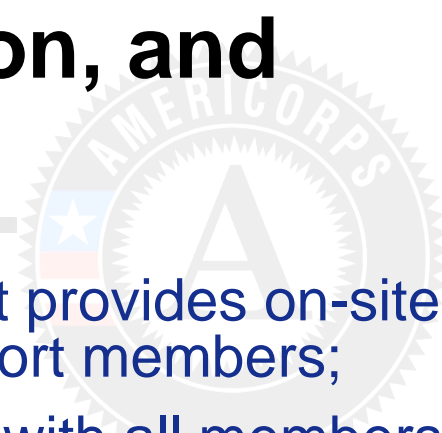
- Has a member agreement that clearly outlines expectations, agreements, and consequences, signed by member and organization point of contact;
- Provides each member with an organization point of contact that provides supervision and support;
- Written member support and evaluation plan, developed with stakeholders, that includes mid and end of term formal feedback as well as ongoing informal feedback;
- Works with sites to determine the optimal supervision plan that includes on-site and program supported supervision;
- Regularly provides both 1-1 and group supervision





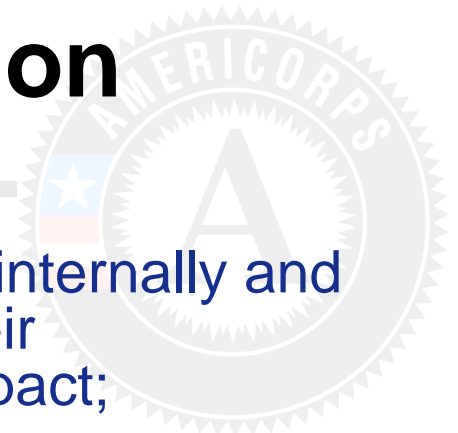
# Supervision, Communication, and Evaluation

- Creates a site supervisor training that provides on-site supervisors the tools needed to support members;
- Communicates regularly and equally with all members and sites – not just when something is needed;
- Regularly provides opportunities to get to know members and sites so relationships and trust are strengthened over time;
- Offers members opportunities to support one another i.e. member support teams, informal brown bag lunches, etc.; and
- Regularly seeks input and feedback from members on program, sites, etc.



# Recognition and Retention

- Carries out a written plan to formally internally and externally recognize members for their accomplishments and community impact;
- Allows for reflection opportunities to celebrate and document member accomplishments and experiences and to examine the larger impact of their service;
- Provides documentation to members that demonstrate their impact on communities served;
- Implements informal means to say thank you throughout the year; and
- Recognizes members on special occasions i.e. birthdays, holidays, etc.



# Reflection: 3 – 2 – 1

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- List **3 resources** you will follow up with when you get back to your office
- List **2 principles** you need to devote your time on improving first
- List **1 step** you will take when you get back home



# Where do I find EnCorps?



- **The Resource Center**

<http://www.nationalservicerresources.org>

– Online Resources (EnCorps Member Resources)

- **Bookmark the URL**

– <http://encorps.nationalservicerresources.org>

