2021
Course Handbook

Volunteers are fundamental to many successful Extension programs. Research indicates that nearly one third of volunteers will choose not to continue volunteering based on poor management practices. **Achieving the Extension Mission Through Volunteers** *is an online cohort course for the novice and experienced Extension professional working with volunteers to enhance and deliver Extension programs. This course is designed to highlight best practices in volunteer development and management and to help build staff and organizational capacity around volunteer management and development regardless of the program area.*

Overall course objectives:

Participants will:
- ❖ increase volunteer management competencies
- ❖ build knowledge and skills related to identifying, recruiting, selecting, and supporting volunteers
- ❖ understand their own volunteer development approach, the organization's philosophy related to volunteerism and current trends in volunteerism

Navigation:

- Participants will receive an introductory email and link to the course site prior to the introductory week.
- Virtual meetings, pre-recorded presentations and activities are found on the course site.
- Click the tabs to move from one module to another. (*Additional tabs will be added as the course progresses.*)

Course Structure:

- During this 7-week course members participate in pre-recorded sessions, readings, activities, 3 live webinars, interact with a wide variety of resources and hear from experts. It will take participants approximately 5 hours each week to complete the course.

Course Icon Glossary:

Assignment	Handout	Watch Presentation
Discussion Board	Video	Live Webinar Presentation
Put on your calendar	Optional "Side Trip" for additional learning	

Week [Put THIS on YOUR CALENDAR!] One: Introductory Week

Monday, January 25 – Sunday, January 31

The first week of the course is very important! Before we dig into the content – we work to develop our online learning community, ensure all participants are familiar with the course site, understand how to write & interact in Discussion Boards, and everyone has the technology they need to be successful.

Explore the **Achieving the Extension Mission Through Volunteers** course site to become familiar with the course layout.

- **Go to the "Start Here"** Tab on the Course Site.

  - 📢 Complete the Volunteerism Self-Assessment

  - Review all of the resources under: Tips for being successful in an online course

  - 📦 Watch the "Course Introduction" Video

  - 📄 Download (optional print) the Course Schedule

  - 💬 *Actively engage* **in the Discussion Board**, "Introductions". Post your own response and comment on *at least* two others! **Check back regularly** through the week to get-to-know other participants and to build our learning community

  - 📄 Create your course binder (optional)
    - For your convenience, index pages are provided to help you organize a course binder of resources from this course to reference after the course is completed. (Binder not included in course)

  - Designate time on your calendar to work on course materials. It is recommended that you block time, as you would for a face-to-face training. The table below provides an outline of course activities to add to your calendar.

Course Week	Date	Calendar Notes
Week 1	January 25 – 31	Block ½ hour to 2 hour segments of "course work" this week, adding up to 4-6 hours
Week 2	February 1-7	Block ½ hour to 2 hour segments of "course work" this week, adding up to 4-6 hours
	Thursday, Feb. 4, 10:30 am - 12:00 pm (CT) OR Friday, Feb. 5, 10:30 am - 12:00 pm (CT)	Choose one time to participate in webinar #1
Week 3	February 8 – 14	Block ½ hour to 2 hour segments of "course work" this week, adding up to 4-6 hours
Week 4	February 15 – 21	Work Week – Content Deep Dive, Block the time you need to complete coursework to this point
	February 17, 10:30 – 11:30 am (CT)	Participate in Group Video Call. Link will be provided by facilitators
Week 5	February 22 – 28	Block ½ hour to 2 hour segments of "course work" this week, adding up to 4-6 hours
Week 6	March 1 – 7	Block ½ hour to 2 hour segments of "course work" this week, adding up to 4-6 hours
	Thursday, March 4, 10:30 am – 12:00 pm (CT) OR Friday, March 5, 10:30 am – 12:00 pm (CT)	Choose one time to participate in webinar #2
Week 7	March 8 – 14	Block ½ hour to 2 hour segments of "course work" this week, adding up to 4-6 hours NOTE: March 18 is the last day the course is facilitated. The course site is open to participants through the end of the month.
	Thursday, March 11, 10:30 am – 12:00 pm (CT) OR Friday, March 12, 10:30 am – 12:00 pm (CT)	Choose one time to participate in webinar #3

Achieving the Extension Mission Through Volunteers

Week Two: Modules 1 and 2

Monday, February 1 – Sunday, February 7

Module 1: Volunteerism in Extension

After this Module you will be able to:

❖ Define volunteerism and how critical volunteers are to Extension programs.
❖ Recognize the elements of an effective volunteer delivery system and the role of the volunteer program manager within the context of local Extension programming.
❖ Assess current volunteer delivery systems including specific elements of volunteer development, volunteer system management and personal readiness.
❖ Identify your personal approach to volunteerism as it relates to your volunteer program manager role.

Chapter 1: What is Volunteerism?

- This chapter gives an overview of volunteerism across Extension including insights from Retired Dean and Director Rick Klemme of Wisconsin and Associate Dean and Retired Director Dorothy Freeman of Minnesota.

Chapter 2: The Volunteer System and Manager Role

- Consider the distinction between leading and developing people and managing systems.

Chapter 3: Extension Professional Development Model

- Jim Rutledge, Adjunct Professor and Executive Director 4-H Foundation, Inc. 4-H Foundation Development Manager at Oklahoma State University helps you think about how your own professional development stages influence the capacity to reach larger audiences with more valuable educational programs.

Chapter 4: Personal Approach to Volunteerism

- Identify your personal approach to volunteerism and how it relates to your professional role.

Optional Side-Trip: Conducting a Stakeholder Interview (5 minutes)

- This optional activity will be referenced at the end of the course during the unit on public, organizational and private value. This presentation is offered here so you have a chance in the next couple weeks to make appointments and conduct your interview.

Module 2: Trends and Motivations

After this Module you will be able to:

- Articulate trends in volunteerism, including identifying generational differences in volunteers, differentiating between traditional volunteers and potential new volunteer types

Chapter 1: Trends and Motivations

- Consider the shifts in volunteering and how Extension programs can capitalize on these changes.

Chapter 2: Live synchronous webinar #1:
Volunteerism in Extension and Course Introduction

Participate in one webinar:
- Thursday, Feb. 4, 10:30 am - 12:00 pm (CT) _OR_
- Friday, Feb. 5, 10:30 am - 12:00 pm (CT)

Week Three: Module 3

Monday, February 8 – Sunday, February 14

Module 3: Identifying and Recruiting Volunteers

After this Module you will be able to:
- Conduct a community assessment of volunteer capacity
- Create a volunteer role description to match identified needs
- Develop a volunteer recruitment plan

Chapter 1: Community Assessment of Volunteer Capacity
- Explore assessment tools for identifying new volunteers
.
Chapter 2: Developing and Analyzing Role Descriptions
- Consider role descriptions and the volunteers who would be attracted to them.

Chapter 3: Developing a Recruitment Plan
- Consider what should be included in a recruitment plan.
- Create a "sales pitch" for recruiting a specific volunteer.

Optional Side-Trip:
- Explore VEAR - Volunteer Engagement and Activation Resources

Week Four: Work Week

Monday, February 15 – Sunday, February 21

Is there a side trip you wanted to complete but haven't had time?
Is there a Chapter you haven't been able to watch?
Would you like more time to engage in the Discussion Board conversation?

Content Deep Dive
- This week is designed to provide an opportunity to dive deeper into the first few weeks of content and to catch up with any incomplete course activities to ensure you are prepared to participate in Modules 4-6.

Participate in Group Video Call
Group Leaders will lead a facilitated conversation, with time for questions and comments.
- **Wednesday, February 17 10:30 am - 11:30 am (CT)**
  - o Look for an email from your Group Leaders with a link and information on how to participate

Week Five: Module 4

Monday, February 22 – February 28

Module 4: Selecting and Matching Volunteers

After this Module you will be able to:
- Identify best practices of selecting volunteers
- Locate local policies and procedures related to your program area
- Explain components of a volunteer orientation

Chapter 1: Purpose of the Volunteer Selection Process
- Consider the integrity of the volunteer selection process.

Chapter 2: Components of the Volunteer Selection Process
- Learn about the components necessary in the selection process.

Chapter 3: Interview Process
- Discover the resources your state provides to help in interviewing volunteers.

Chapter 4: Placement of Volunteers
- Consider the most appropriate placement of volunteers for both the program and the volunteer.

Chapter 5: Orienting Volunteers
- Learn what to include in orientation to help make volunteers great ambassadors of your program.

Optional Side-Trip:
- Practice Interview: Using the resources from your state and program area (*or the ones that you found in the previous activity*) and the information in this module, plan and conduct a practice interview (15-20 minutes) with a co-worker, friend, family member, or other semi-willing subject.

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Week Six: Module 5
Monday, March 1 – Sunday, March 7

Module 5: Supporting Volunteers
After this Module you will be able to:
- ❖ Determine appropriate training for volunteers using role description.
- ❖ Apply formal and informal methods of recognizing volunteers according to their individual motivation.
- ❖ Build rapport with volunteers that reflect professional boundaries and communication.
- ❖ Apply appropriate coaching methods to volunteer systems management.
- ❖ Implement a comprehensive volunteer support system that includes training, coaching, and recognition.

Chapter 1: Training
- Determine training needs based on volunteer roles.
- Determine what training is required, necessary, and recommended.
- Consider adult learning theory and why is it important in volunteer training.
- Consider delivery methods for offering volunteer training.

Chapter 2: Recognition
- Explain volunteer motivation.
- Describe a culture of appreciation.

Chapter 3: Building Professional Relationships with Volunteers
- Build professional relationships with volunteers.
- Consider professional ethics and setting boundaries.

Chapter 4: Coaching, Part One
- Understand the skills needed for effective coaching.
- Learn ways of providing feedback.

Chapter 5: Coaching, Part Two
- Consider how to discipline and dismiss volunteers.

Chapter 6: Live Webinar #2 –
Handling Volunteer Dilemmas and Practicing Feedback
    Participate in one webinar:
- ▪ Thursday, March 4, 10:30 am – 12:00 pm (CT) *OR*
- ▪ Friday, March 5, 10:30 am – 12:00 pm (CT)
- Learn the specifics of the coaching model.
- Understand how the decision tree for thinking through dilemmas in volunteer system management can help your program.
- Watch scenarios that will help you build skills in applying the volunteer coaching model as well as practicing and working through dilemmas involving volunteers.

Week Seven: Module 6
Monday, March 8 – Sunday, March 14 (last day of facilitation)

Module 6: Communicating Public Value
After this Module you will:
- ❖ Understand the impact of volunteers to Extension and how they extend the university's reach.
- ❖ Distinguish the difference between individual, organizational and public value.
- ❖ Understand methods to assess stakeholder perspectives.
- ❖ Demonstrate how communicating value can be integrated into programming.
- ❖ Articulate the impact of volunteer involvement in your local program.

Chapter 1: Communicating the Public Value of Volunteers
- Understand the impact volunteers to Extension and how volunteers extend the resources of the university.
- Review the importance of communicating the value of volunteers.
- Consider how to help volunteers communicate public value.

Chapter 2: Live Webinar #3 - Communicating Public Value and Applying ISOTURE to your work
Participate in one webinar:
- Thursday, March 11, 10:30 am – 12:00 pm (CT) **_OR_**
- Friday, March 12, 10:30 am – 12:00 pm (CT)
- Review all elements of this Module.
- Understand who communicates value, and how that is done.

<u>Optional</u> Side-Trips:
The following resources will deepen your understanding about communicating Public Value and building relationships with stakeholders.

- **Communicating Personal, Organizational and Public Value**
  - o Nancy Franz, Professor Emeritus, School of Education, Iowa State University discusses the importance of communicating public value as it relates to volunteers.
- **Volunteers Communicating Public Value**
  - o Describe your volunteer program in sixty seconds. In this chapter you will learn the elements of an elevator speech and begin to craft your message.

The Course site will remain open through March to allow for participant review and catch-up. Copyright note: You may apply what you have learned from this course, but you do not have permission to teach with the materials.