

VOLUNTEER MANAGEMENT SERVICES – OUTCOMES REPORT APRIL 1, 2017 – MARCH 31, 2018

PROGRAM DESCRIPTION - The focus of Volunteer Centre programming is volunteer management. This is achieved, in part, through the utilization of effective recruitment and placement strategies of volunteers in non-profit agencies. Program objectives are to locate, screen and place volunteers into three main areas: CMHA (internal) programs, local/regional health service/support programs and other local/regional non-profit organizations. For those volunteers placed internally: training, supervision, support and evaluation are provided by the applicable department staff. Volunteer Kootenays is responsible for volunteers placed in the Volunteer Assisted Shopping Program, Senior Friendly Visitor Program, Senior Telephone Check-In Service, Volunteer Income Tax Preparation Service, Snow Angels, Sexual Assault Response Team and Crisis Line. Training, supervision, support and evaluation for volunteers placed outside CMHA are the responsibility of the hosting organization.

PURPOSE – This report is intended for board, management, program staff, stakeholders and persons served. Feedback and suggestions to assist with continuous quality improvement planning are both solicited and encouraged.

Key Demographics	2013 2014	2014 2015	2015 2016	2016 2017	*2017 *2018	5 Yr. Comp Avg	Findings
# of male volunteer intakes	159	58	51	100	22	78	*The 2017-2018 reporting period was one of significant change. The Association recruited and hired a new Executive Director and this was a year of program and staff re-structure. The Association previously hosted three large community events in which all of the one-time event volunteers were counted in this category; over 100. Through this period of re-structure, smaller events focusing on the recognition and retention of the Association's volunteers in seven different programs have replaced large, community events. During the 2017-2018 year, 82 volunteers were recruited, screened and placed. In Trail, at our Silver City Gardens worksite, where the majority of the same volunteers remain actively in place in their assigned positions, 2 new volunteers were placed, of the 82 screened volunteers, this year.
# of female volunteer intakes	119	192	168	158	60	139	
Total	278	250	219	258	82	217	
Number of CMHA 1x event volunteers	170	120	120	160	0	48	
CMHA-placed volunteers (i.e. Crisis Line, Sexual Assault Response Team, Senior Shopping, Senior Visiting; Telephone Check In, Tax Program, Snow Angels, Board of Directors)	43	98	64	57	56	64	

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Key Demographics (continued)	2013 2014	2014 2015	2015 2016	2016 2017	2017 2018	5 Yr. Comp. Avg	Findings
Number of known externally placed volunteers	44	18	26	29	26	29	The number of externally placed volunteers has remained consistent over the last three years. Staff will continue to monitor for any emerging trends.
# of volunteer intakes for whom it is not known if referral(s) resulted in placement(s)	21	14	9	12	2	12	Of these two individuals, one was pending placement with an organization of their choice and one individual declined placement during the screening process.
Number of known culturally diverse volunteers	16	18	44	17	18	23	The number of culturally diverse volunteer intakes remains consistent with the prior year's data, as well as years 2013-2015. Volunteers with a disability increased substantially this year, however is similar to the 2015-2016 year. The College of the Rockies, International Program, has always been a strong supporter of the Volunteer Kootenays program and a large percentage of the culturally diverse volunteers are referred to Volunteer Kootenays via the International Program.
Number of persons known to have disabilities*	3	4	11	4	11	7	
Average known age range of volunteer intakes	19-34	35-50	35-50	19-34	35	35	While it appears the average age range of volunteers remains predominately static year over year, it is of interest to note in the Cranbrook volunteer based programs, there is an equal balance in the number of 18-25 year old student volunteers and the number of 55 (plus) age category volunteers. The resulting average, however, remains static at age 35.
Key Motivational Factors	2013 2014	2014 2015	2015 2016	2016 2017	2017 2018	5 Yr. Comp. Avg	Findings
Job Seeking, Pre-employment or education requirement	34	57	56	40	43	46	Data collected for the key motivational factors in volunteering remain fairly consistent, in all categories with the previous two year's findings.
Altruistic reasons: concern for others	52	20	48	47	38	41	
Social Activism	4	5	25	24	24	16	
Lifelong Volunteer	6	5	9	7	8	7	
Remaining Active	54	89	39	41	35	52	
Personal Growth	64	74	53	54	43	58	

REFERRAL ELSEWHERE: Whenever risks and barriers to volunteering become prevailing factors (such as mental health, addictions issues, etc.) program staff work closely with these potential volunteers and with community service providers, to ensure appropriate supports are identified. During the 2017-18 fiscal year, there were no volunteers that required referrals to other community services in order to access continuing supports prior to furthering their pursuit of a volunteer placement.

PROGRAM EFFECTIVENESS: Service outcomes are intended to assess volunteer placement rates in the following areas: within the Association; in other local/regional health care & support services agencies; and in other humanitarian community service agencies. There were 82 new volunteer intakes this year. All 82 new volunteers were screened for on-going, long-term volunteer placements. Of the 82 volunteers screened for on-going volunteer roles, fifty-seven (56) were placed in volunteer positions within Association core programs; twenty-four (14) were known to have secured placements with other health care / human service organizations; five (10) were placed with other community service agencies; and one (1) volunteers was on an approved wait list pending selection of an appropriate placement which best suited their specific area of interest and one (1) volunteer declined placement after the screening process was complete. The table below details the achievement ratios of targeted effectiveness measures.

Objective: Effectiveness Measures	Indicator	Who applied To	Target Goal Expectancy	Actual Result	Met or Exceeded
1. CMHA placements in core programs (excludes 1x event volunteers)	% of placements secured within CMHA	All volunteer applicants (82)	45%	68% (56 of 82)	✓
2. Known health care/human service placements (excludes 1x event volunteers)	% of known placements secured with other healthcare agencies	All volunteer applicants (82)	9%	17% (14 of 82)	✓
3. Known other service/ community placements	% of known placements secured with other community organizations	All volunteer applicants (82)	6%	12% (10 of 82)	✓
4. CMHA one-time event volunteers (includes all volunteers screened)	% of placements secured within CMHA one-time events	Not applicable this reporting period	40%	0%	x
Effectiveness Findings: Staff report they continue to be pleased with the consistent number of CMHA service-based volunteer placements, and attribute this to consistent follow up with volunteers throughout the placement process, enhanced on-going supervision and more direct, personal, one to one marketing initiatives. These systems or processes appear to result in strengthened volunteer placement satisfaction levels and longer volunteer terms.		Recommendations: Staff will adjust target goal expectancies for the coming year to compensate for the reduction in CMHA one-time event volunteers. The 2018-2019 target goal for CMHA volunteer placements will be 65%; target goal for placement in other known health care/human service organizations will be 25% and for other known service/community organizations 10%. In the coming fiscal year, should targeted achievement ratios continue to be exceeded staff will respond by increasing established targets for the subsequent year. The one-time event volunteer section will be removed from the “Effectiveness Measures” in future years.			

PROGRAM EFFICIENCIES – The number of new volunteers was recorded and monitored throughout the fiscal year. The target goal established was to screen and refer a minimum of 9 new volunteers per month (108 annually). Efficiency results have been tabulated below.

Objective: Efficiency Measures	Indicator	Who Applied To	Target Goal Expectancy	Actual Result	Met or Exceeded
Volunteer intakes (excludes 1x event volunteers in this count)	Maintain or increase % of volunteer intakes recorded from the prior year	All new or returning volunteers	100%	82% (this year total: 82)	X
Findings: Staff noted a slight decrease in the achievement of this identified efficiency measure target (service utilization) and attribute this to the extended staff vacancy in the Fall/Winter of 2017.		Recommendations: Going forward the service utilization target will be to achieve 108 new or returning volunteers for the 2018-19 fiscal year. An additional volunteer program was added during this reporting period, (Sexual Assault response Team), bringing the total to 7 volunteer programs. Volunteers require adequate training, supervision, support & recognition and additional efforts will focus in this area. Staff will continue to record and monitor the length of volunteer placement terms.			

PROGRAM EFFICIENCIES CONTINUED – All CMHA volunteers, departing non-seasonal CMHA programs, were monitored for length of volunteer placement term within the programs they served. This is the first year collecting data for volunteer placement term of only those volunteers departing programs. Efficiency results have been tabulated below for each CMHA non-seasonal volunteer program.

Objective: Efficiency Measures	Indicator	Who Applied To	Target Goal Expectancy	Actual Result	Met or Exceeded
Volunteer Placement Term – Volunteer Assist Shopping Program	Maintain or increase length of volunteer placement term	All new or returning volunteers	1 years	9 years 4 volunteers departing	✓
Volunteer Placement Term – Senior Friendly Visitor Program	Maintain or increase length of volunteer placement term	All new or returning volunteers	1 year	1.3 years 8 volunteers departing	✓
Volunteer Placement Term – Senior Friendly Check-In Call Program	Maintain or increase length of volunteer placement term	All new or returning volunteers	1 year	3.5 years 1 volunteer departing	✓
Volunteer Placement Term – Crisis Line	Maintain or increase length of volunteer placement term	All new or returning volunteers	1 year	.5 years 3 volunteers departing	x
Findings: This is the second year collecting data on volunteer placement terms within non-seasonal programs. The Volunteer Assisted Shopping Program has benefited from long term volunteers for several years. The average length of time volunteers served in the program, prior to departure this year, is 9 years. In all programs, measurement of service was taken from those volunteers departing the program within this reporting period.		Recommendations: Going forward, staff will continue to monitor the length of volunteer placement terms for those volunteers that depart CMHA non-seasonal programs. The service utilization target will be to achieve or maintain a volunteer placement term of a minimum of 12 months in each non-seasonal program.			

PROGRAM SATISFACTION: Fifty-four (54) volunteer and stakeholder surveys were distributed. Twenty-six (26) surveys were returned. Of these surveys, four (4) were from stakeholders and (22) were from volunteers.

Objective: Volunteer & Stakeholder Input	Indicator	Who Applied To	Target Goal Expectancy	Actual Result	Met or Exceeded
Staff responded to requests/inquiries in a timely way.	% who answered “Yes”	All who complete this question on the feedback survey (26 of 26)	85%	100% (26 of 26)	✓
Assistance was provided in a timely fashion	% who answered “Yes”	All who complete this question of the feedback survey (26 of 26)	85%	100% (26 of 26)	✓
Suitable exploration of volunteer options and choices was provided	% who answered positively.	All who complete this question of the feedback survey (22 of 22 - Volunteers only)	85%	100% (22 of 22)	✓
Those who are happy with the volunteer match/placement & feel it is a “good fit”	% who answered “Yes”	All who complete this question on the survey (26 of 26)	85%	100% (26 of 26)	✓
Findings: The number of returned surveys this year (26) is significantly lower than the prior year when 47 surveys were returned. During the Fall/Winter of 2017, recruitment to fill the Volunteer Manager position coincided with the time surveys are sent, competed and followed up. Staff attribute the low return rate to the vacancy on the position at this time and anticipate a much		Recommendations: Continue to monitor satisfaction rates with both volunteers and stakeholders at the established 85% targets. Going forward, additional efforts will be made during this fiscal year to achieve a much higher rate of survey returns received from volunteers and stakeholders.			

higher return rate in the coming year.	
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PROGRAM ACCESSIBILITY - Program staff have determined that every reasonable effort will be made to accommodate prospective volunteers. “Reasonable accommodation” is typically evaluated as part of the volunteer screening process. Referral and/or placement recommendations are made on an individualized basis with due consideration to identified special needs/requests as part of the core service. During the 2017-2018 program year, staff did not receive any requests for specific accommodation from a volunteer applicant. Overall, program accessibility was measured throughout enhanced and concentrated marketing initiatives intended to promote broader awareness and therefore enhanced regional access to Volunteer Kootenays.

Objective Access Measures	Indicator	Who Applied to	Target Goal Expectancy	Actual Result	Met or Exceeded
1. Increase access by enhancing marketing to remote communities in our region	% of volunteers in rural communities of our catchment area (population less than 8,000)	volunteers in rural communities populations 8,000 or less	10% (total volunteers)	6%	x
Findings: Of the total 82 volunteer intakes there were 5 volunteers referred for placement in smaller rural communities of our region. Successful placements were comprised of 2 volunteers in Trail serving clients at our Silver City Gardens worksite; 3 new volunteers were referred to a Nelson health care/social service organization and 2 volunteers requested referral to the Crisis Line in Trail, BC.			Recommendations: Continue to provide support to and make volunteer placements, in the more rural communities of our region in the coming fiscal year. The target will remain at 10% of the total number of volunteer intakes recorded for the fiscal year.		

ADMINISTRATIVE OBJECTIVES

Objective: Administrative Key Tasks	Indicator	Applied To Whom	Target Goal Expectancy	Actual Result	Met or Exceeded
1. Continue to promote Volunteer Kootenays and its various services by maximizing media & community exposure. Seek out opportunities to present to qualified groups, schools and colleges.	Number of media ads including radio, newspapers, online media & social marketing	General Public	1 media marketing initiative per month (12)	Daily Radio, Publics Service Ads Weekly Facebook Posts 1 Community Events 2 Community Presentations	✓
2. Focus on program growth, volunteer training and extended volunteer placements for those individuals volunteering within any of the seven volunteer programs of Volunteer Kootenays.	Feedback surveys positive regarding training opportunities, knowledge of the Association and its events & extended volunteer placement terms	Potential volunteers and referral sources	Daily one-to-one volunteer and referral source contact or connections (231) (formula 1 per day minus stats and vacation)	428	✓

Findings: Program staff indicate they are pleased with these results and with media and community support in general. Volunteer Kootenays hosted two formal training sessions (June 2017 and September 2017) in collaboration with another community partner and community educators. An online, in-house, Relias Learning training account has been set up for program volunteers to support on-going education and assist them in their volunteer roles. Worthy of noting is, staff began tracking referral sources part way through this reporting period and those findings indicate Association website being the number one source of volunteer referrals; followed by word of mouth; CMHA employees and College of the Rockies.

Recommendations: **a.** Ensure all program staff and volunteers continue to be knowledgeable of and meet all accreditation standards throughout the year. **b.** Make available at least two professional development opportunities to staff and senior volunteers by the end of the fiscal year. **c.** Add an Administrative Objective for 2018-2019 for the tracking the source of referrals to Volunteer Kootenays.

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