**Volunteer Engagement Strategic Plan**

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The task of this group is to develop a strategic plan for volunteer engagement for the Oregon Action Coalition by using the Volunteer Engagement Cycle provided by AARP (n.d.).  We believe a focus on diversity of race, ethnicity, age, gender, sex, profession, etc. should underlie every decision we make when seeking volunteers and new members.

**The perspective of this plan is predominantly from the level of the coalition and not the individual workgroups and focuses on the perceived needs as prioritized by this ad hoc group and presented to the Oregon Action Coalition Steering Committee.**

**1. Determining our needs (prioritized wish list):**

* Oregon Action Coalition at large
  + Communications
    - One website for everything (public face and OAC personal items)
      * Platform
        + Maintain and organize Weebly site?
        + OCN webpage?
        + National CFA webpage?
      * Website has embedded volunteer recruitment link (see below)
      * Each workgroup has published succinct and clear mission and agenda
    - Facilitated communications between WGs, volunteers and all members
      * MadMimi is a potential platform (recommended by Janna)
    - Orientation packet
  + Funding
    - SIP grant
      * Currently applying for last round of SIP grants focused on the Nurses on Boards (NoB) initiative (#7)
      * Requires raising committed matched funds
    - Additional funding
* Recommendation #4 workgroup (Education):
  + Need realistic wish list of this workgroup
* Recommendations #1 & #7 workgroup (Leadership):
  + Need realistic wish list of each of this workgroup’s priority areas
    - #1:
    - #7:

**2. Designing work for volunteer involvement:**

* Volunteer engagement (VE) group is a Membership Committee (MC) subcommittee
* Communications
  + SC has annual work plan with prioritized wish list
  + Each WG has a standardized annual charters with prioritized wish list
  + Wish list includes clear descriptions of roles anticipated time demands of volunteers
  + Every 6 months SC and WG chairs present wish list to VE chair
  + Wish list informs volunteer needs and solicitation
  + Volunteer opportunities clearly described on, and volunteers solicited via, website
  + VE chair checks into WGs more frequently to ensure sufficient volunteer resources
* Funding
  + SIP grant
    - Should funds be awarded, staff could be hired and would serve in same regard as WG chairs above contingent upon needs of NoB effort
  + Additional funding
    - PSU MPA, MPA-HA and MPH students complete 509 Internships with OAC and do fundraising

**3. Marketing and Recruiting:**

* General
  + By SC members via website, membership network, tabling, presenting, etc.
  + New potential volunteers are connected with the VE chair for potential opportunities
  + VE chair compels OAC member recruitment efforts
* Communications
  + New volunteers are recruited based on IT and fundraising ability and passion for OAC mission through the OAC membership network first
  + Orientation packet (paper and electronic) to each new member and volunteer
    - Mission & Vision
    - Charter
    - OAC History
    - WG descriptions
    - Contact information and SC member profiles
    - Etc. prn
  + Subsequent volunteers recruited via website portal
* Funding
  + Relationships with faculty of PSU’s public health school formed as pipeline for intern volunteer involvement

**4. Matching volunteers with opportunities:**

* General
  + New potential volunteers connected with VE chair for potential opportunities
  + Potential volunteers apply on website for volunteer opportunities
  + VE chair contacts volunteer and screens for applicability/fit for role e.g.,
    - Qualifications
    - Realistic time commitment
    - Length of service
    - Etc.
  + VE chair refers new volunteer to appropriate WG/committee chair who will oversee duties

**5. Providing orientation and training:**

* General
  + Orientation packet
  + Volunteer paired with WG/committee member
  + VE chair provides periodic contact

**6. Achieving volunteer performance:**

* General
  + VE chair responsible for soliciting verbal reviews from WG/committee chairs about volunteer performance
  + VE chair responsible for designing and disseminating method for verbal and written anonymous volunteer feedback
  + Both positive and constructive feedback presented to respective parties by VE chair

**7. Recognizing and retaining:**

* General
  + At the end of terms, MC and VE chair recommend to SC reappointment of volunteers and members based on member desire, appropriateness and previous performance
  + Annual retreat
    - MC and VE chair/committee plans
    - Includes volunteer recognition portion
  + Small gift when members/volunteers depart after fulfilling terms e.g.,
    - OAC mug, pin, card, etc.

**8. Evaluating and fine-tuning efforts:**

* General
  + Annually the VE chair revises the volunteer engagement strategic plan according to SC and WG chair assessments and evaluations of previous functionality, revised annual WG charters and SC work plan

**1. Determining our needs:**

* General
  + The process starts over again…