What's Next with COVID-19 & Volunteer Management, Part 2

June 29, 2021

Welcome!

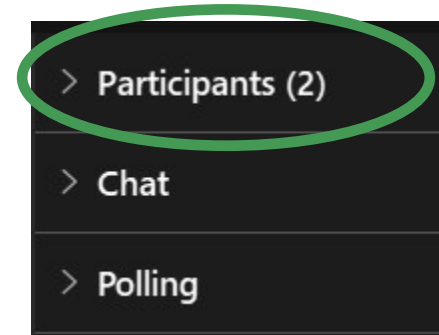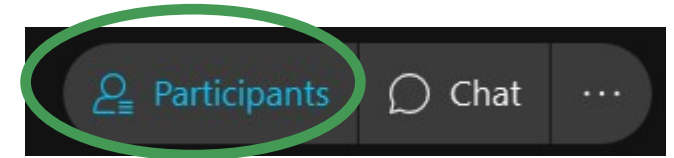| SMP	SHIP	MIPPA
• Senior Medicare Patrol	• State Health Insurance Assistance Program	• Medicare Improvements for Patients and Providers Act

This event will be interactive!

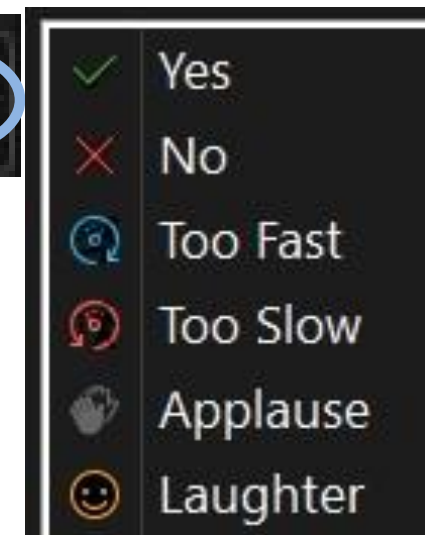**1** Find the Participants panel on the right. If it's not already open, click the >.

Tip: If you don't have a Participants panel on the right, click "Participants" in the menu at the bottom of the screen.

2 Use the hand icon at the bottom of the Participants panel to raise your hand.

3 Use the megaphone icon at the bottom of the Participants panel to open the yes/no options.

Today's speaker

Steve McCurley

Consultant

**SMP Resource Center and
SHIP Technical Assistance Center**

Agenda

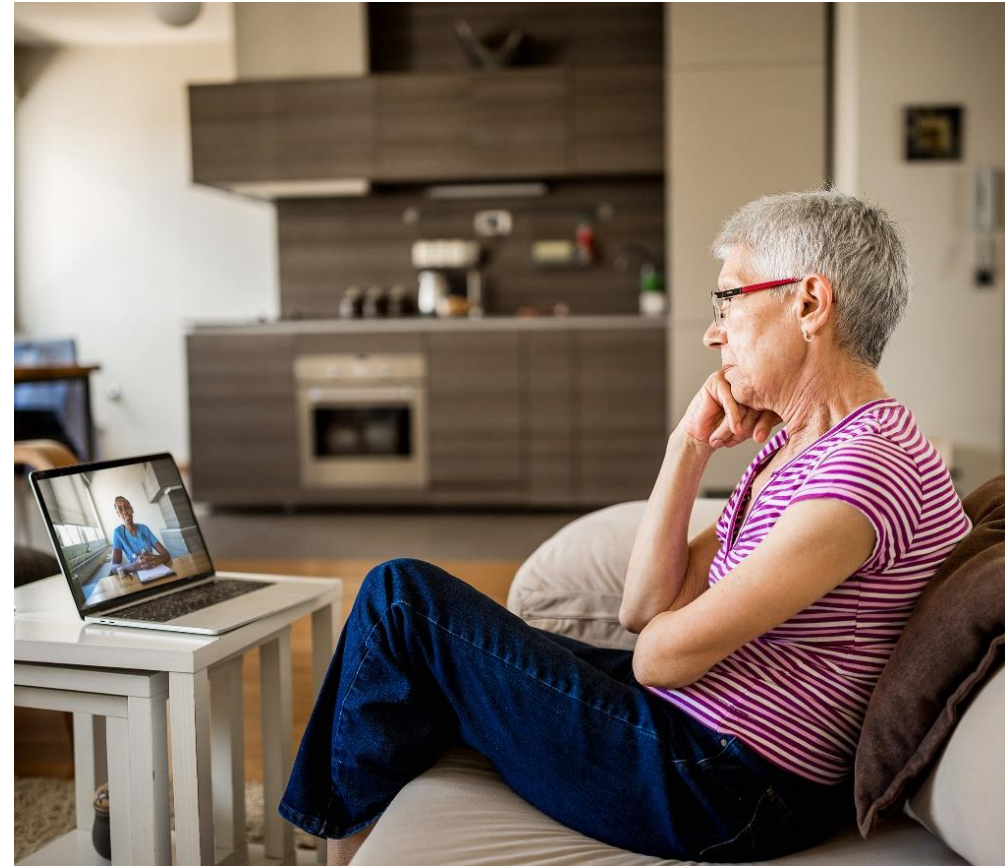Really quick review

Today's topics

Questions and discussion

Quick review

The last year was unprecedented.

The SMPs/SHIPs did a bit better.

Now we're facing what to keep of what was changed and what can be put back.

Today's topics

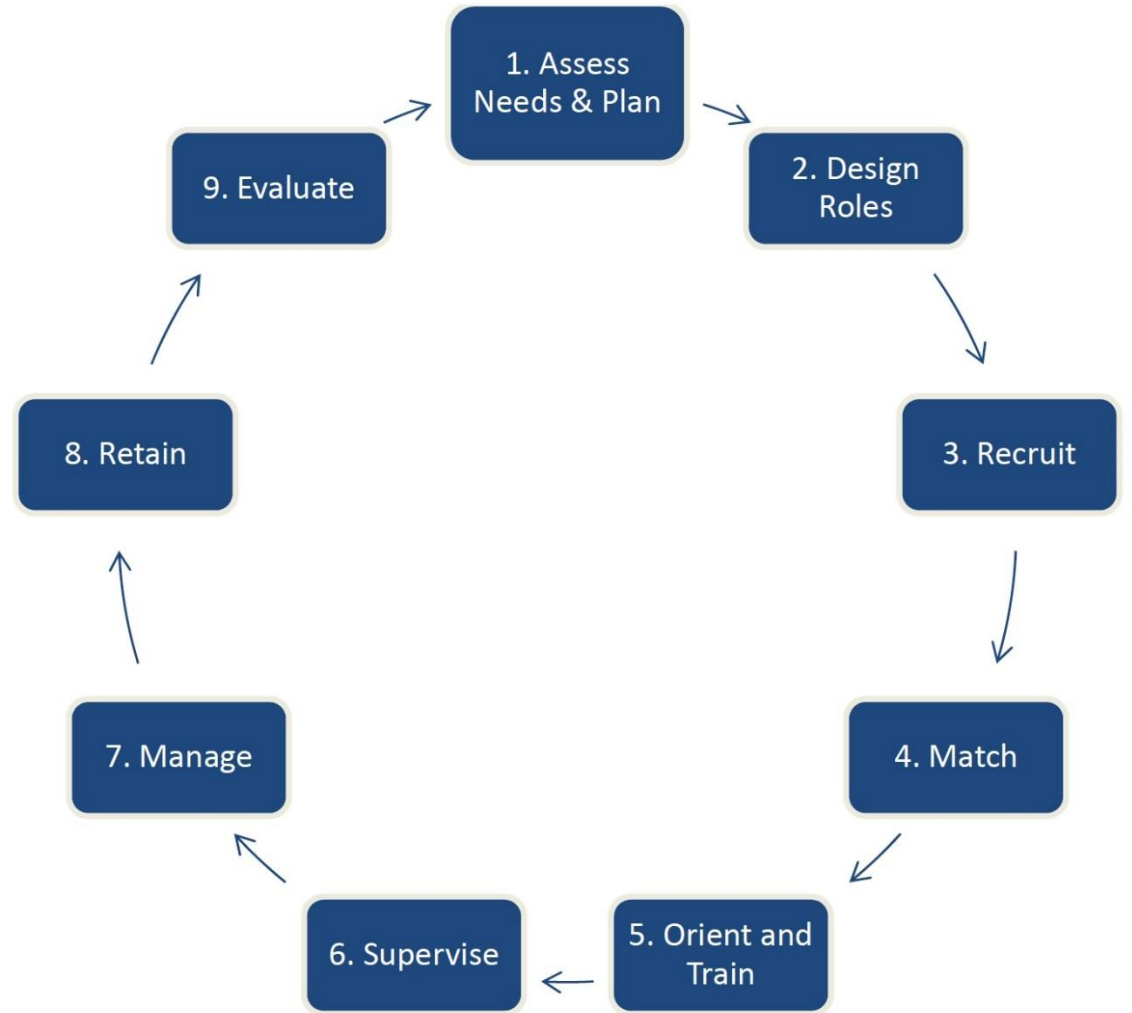1. Volunteer role design (last time)

2. Recruitment

3. Intake, screening, and onboarding

4. Training

5. Supervision

6. Retention

7. Bonus topic: Beneficiaries

The Volunteer Involvement Cycle

Homework questions

Are you returning to the way you worked before, or adopting new ways of working? Re-starting or re-imagining? Continuing with the "new normal" or transitioning to the "next normal"?

Poll: What's your take?

➢ Going back to the way things were

➢ Many changes are here to stay

1. Volunteer role design

"Hybrid" model: Here to stay; some in-person, some at-a-distance delivery of services

Team model: Mixed roles; some direct in-person, some at-a-distance, with some support roles (scheduling, data processing), some advanced knowledge/skills

2. Recruitment

How volunteer time changed during COVID-19:	
Total who increased: 11%	Total who decreased or stopped entirely: 66%*

* Among the 65+ population, that figure was about 8% higher.

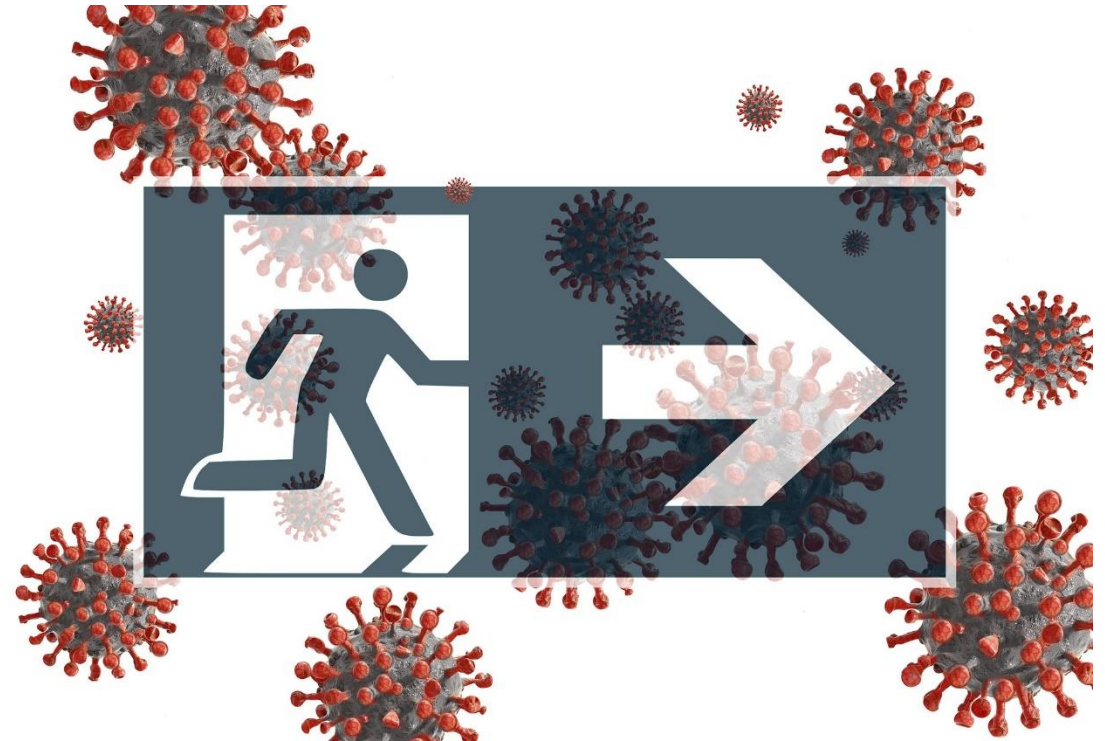# Will they come back?

75% of organizations expect 75-100% of their volunteers to return to volunteering.

49% expect those not returning to be "older" volunteers.

2. Recruitment, *cont'd*

This makes recruitment – always a big issue – even more of one.

Recruitment polling questions

1. How many totally new volunteers did you recruit last year?

- ❑ <10
- ❑ 11-25
- ❑ 26-50
- ❑ 50+

2. How did you recruit them?

- ❑ Word of mouth
- ❑ Presentations
- ❑ Social media
- ❑ Website
- ❑ Don't really know, they just showed up and we took them

When the polling has ended, click the arrow to re-open the Participants panel.

> Participants (2)

> Chat

> Polling

Side note on social media recruitment, AARP

Older Adults Technology Services, Aging Connected: Exposing the Hidden Connectivity Crisis for Older Adults, 2021, https://oats.org/wp-content/uploads/2021/01/Aging-Connected-Exposing-the-Hidden-Connectivity-Crisis-for-Older-Adults.pdf

"Our most important finding is the enormous number of American seniors – an estimated 21.8 million – who still do not have broadband access to the internet. According to the American Community Survey, only 58 percent of Americans age 65 or older have wireline broadband internet service at home, compared with 73 percent of all other adults. Age is one of the three strongest predictors, along with income and educational attainment, in correlating with residential non-adoption."

# Suggestions on recruitment, #1

Social media for volunteer recruitment is good, but time intensive.

- Who will be responsible for determining content, selecting platforms, updating content, managing responses, fostering engagement/building a good user experience?
- Do you have a "volunteer video" that you use or post online?

Use social media, but don't forget simple volunteer word of mouth.

Suggestions on recruitment, #2

"In-person, one-on-one" model vs. "alternatives to fit your interests"

Ease of use

Demo-graphics

Geography
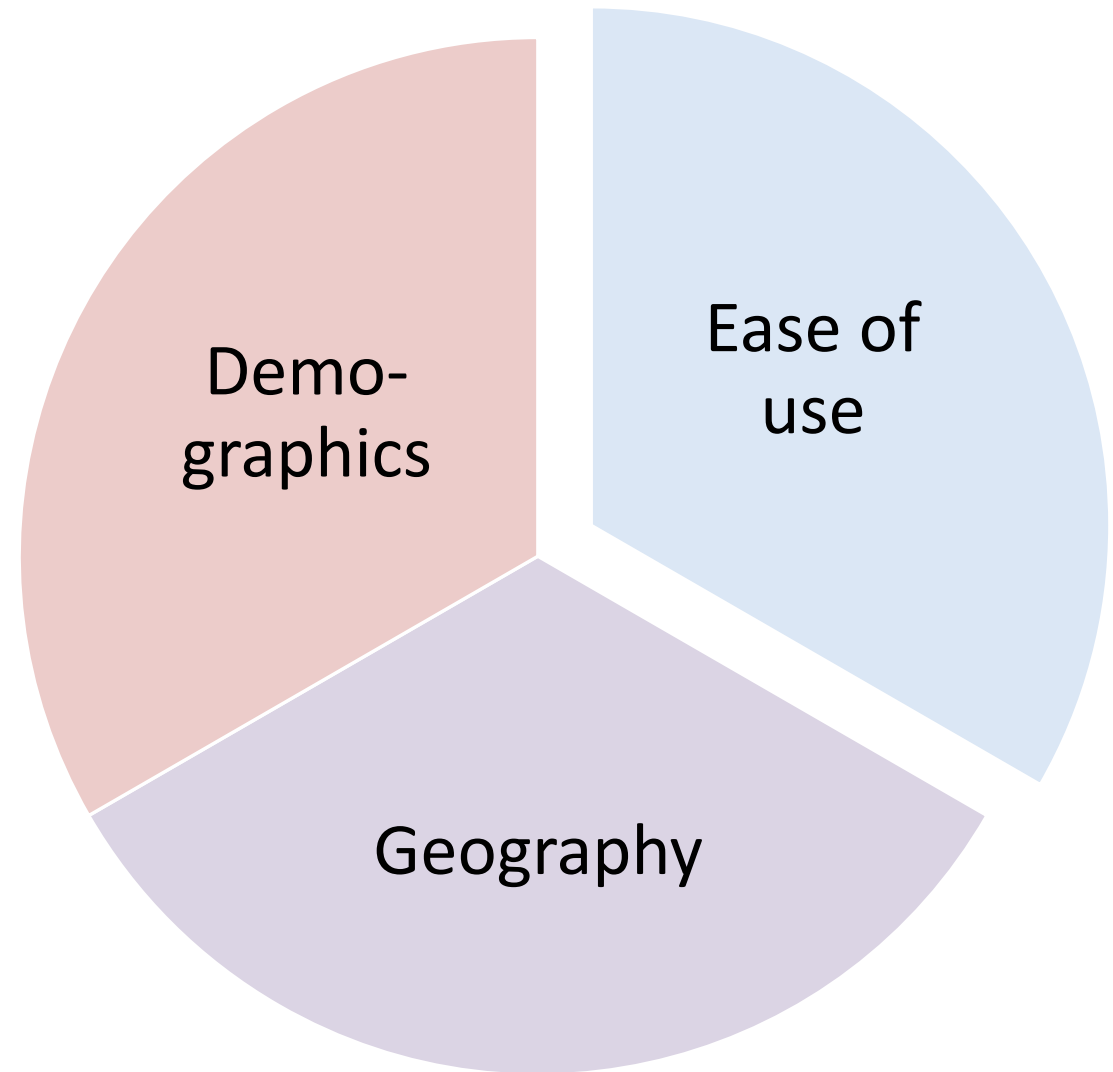
3. Intake, screening, and onboarding

Should volunteers be required to have a COVID vaccination before working with SMP/SHIP?

➤ Yes

➤ No

➤ I don't know *(choose the "laughter" option)*
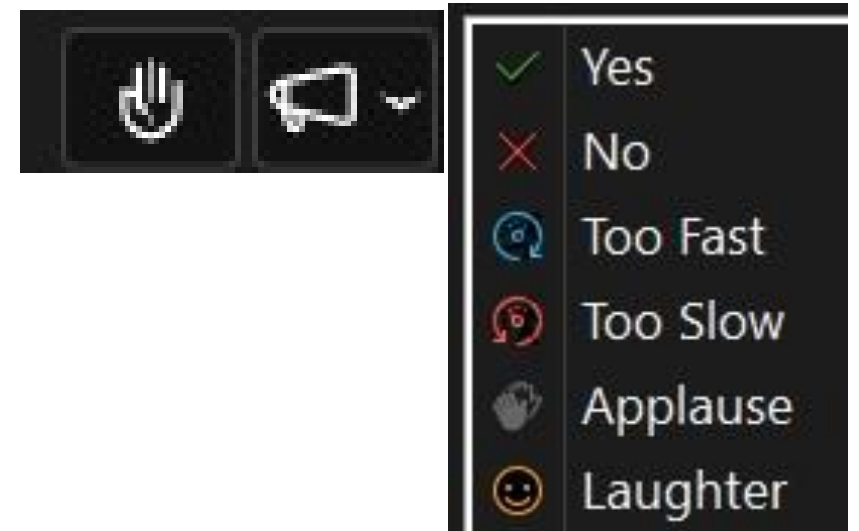
More questions on vaccinations

1. Is this for all roles or only those that require meeting the public?

2. Does this apply to paid staff as well?

3. What proof will be required for vaccination: attestation, shot record?

4. How often will we update this if supplemental vaccinations turn out to be required for COVID?

5. What will you do if a volunteer refuses to get vaccinated but still wants to volunteer?

Best tip on screening

We're somewhat at the mercy of what local, state and federal governments decide to do. If you don't want to get caught in the middle of this, follow what is required/allowed in your community.

4. Training, Survey of volunteer tutoring programs, 2020

"Most respondents have used a computer, a smartphone, and the Internet before at home (90.3%), but 22.8% of respondents feel uncomfortable or very uncomfortable when using the Internet. Video conferencing software such as Zoom or Skype was not used before by 14.0% of the respondents, the top reasons being because they prefer other forms of communication (48.4%) or find it too difficult to keep up with technology (19.4%)."

Training questions

1. How did volunteers react to being trained online?

2. What do you think was lost in moving to online training?

3. What was gained?

4. What changes need to be made to better allow volunteers to adjust?

Suggestions on training

A lot of counseling is how you do things, not just what you know.

Training needs to cover health and safety protocols.

5. Supervision and management

5a: Maintaining communication

5b: Supporting volunteers who work from home

5a. Maintaining communication

1. What was the most effective way of maintaining contact and supervising those who worked at home?

2. What was lost in not having face-to-face meetings with volunteers?

3. What did you miss the most; what did they miss?

Key thoughts for communication

If you don't know what's going on, it's hard to feel like you're a part of it.

If you don't know who your volunteers are, why should they care who you are?

It doesn't matter what you communicate about as much as it matters that you communicate regularly and often.

5b. Supporting volunteers who work from home

Hold virtual open office hours via Zoom, Skype, FaceTime, etc.

Organize regularly scheduled virtual meetings of "teams" of volunteers

Email or text a lot, some of it just phatic communication

Provide updates via social media, website

Give phone-in options if possible for more technologically challenged

When you do talk with volunteers, look/listen for signs of burnout, PPSD*

* PPSD: Post-pandemic stress disorder

6. Retention

You can get people to do anything during an emergency – the problem is getting them to keep doing it once they think the emergency is over.

The best way to foster retention is to make sure that your volunteers believe that you care about what they think: this requires talking, listening and doing.

Retention will increasingly be more important than recruitment

✓ Recruiting is expensive and relying on social media will make it more so.

✓ Screening will both be more expensive and much less effective if you can't evaluate people in a face-to-face environment.

✓ Supervision is harder with inexperienced volunteers than with experienced ones.

7. Beneficiaries: A lot of questions

1. How did beneficiaries react during the pandemic? Do you think that you "lost" some beneficiaries due to the changes in operation? How large was that loss? Were the beneficiaries from a particular segment of the population?

2. Do we need to determine whether either volunteers or beneficiaries are in high-risk groups before allowing interaction?

3. Do we require vaccinations before in-person counseling?

4. Are there venue safety protocols that are needed? How do you check out venues?

5. Do we need to screen beneficiaries? How and for what?

6. What if beneficiaries ask about vaccination status of volunteers?

7. What do you do if a beneficiary refuses to follow safety protocols?

Side thought on beneficiaries

Increased collaboration between programs serving the elderly: if you have access to a client, do whatever you can to connect them to help, you may be the only contact with that person.

Add sections to volunteer training: things to look for in elderly clients with whom you have contact; other community programs that are available to beneficiaries.

Final thoughts

Things will be weird for a while.

- Harris Poll, *The Great Awakening: a year of life as documented by the Harris Poll,* March 2021, https://theharrispoll.com/wp-content/uploads/2021/03/Harris-Poll-COVID-1-year-FINAL-3.pdf

Use your own best judgment at all times.

- If what I've said contradicts with what you're seeing in your community then go with what looks good to you.

Webinar resources in the libraries

SMPs

- Step 1: Login at **SMP Login** www.smpresource.org (click the blue SMP Login padlock).
- Step 2: Search for keywords "what's next".

SHIPs

- Step 1: Login at **SHIP Login** www.shiptacenter.org (click the orange SHIP Login padlock).
- Step 2: Go to the Resource Library.
- Step 3: Search for keywords "what's next".

MIPPA grantees: Resources are emailed to the MIPPA listserv.

Questions and discussion

Resiliency webinar resources in the libraries

Being Resilient Through COVID and Beyond Webinar

A Shot of Resilience (two-part series)

Coping with Organizational Stress (two-part series)

SMPs	SHIPs	MIPPA grantees
• Search the SMP Resource Library for each event by name.	• Search the SHIP Resource Library for keyword "resilient".	• Resources are emailed to the MIPPA listserv.

Survey and wellness reminders