IBM Corporate Service Corps
CSC USA 04

NC Commission on Volunteerism & Community Service
Volunteer Referrals
Agenda

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The Volunteer Referrals Team (Team 03)

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Project Objective

Increase Commission’s ability to handle influx of volunteers during a disaster, and leverage those resources to support community’s recovery needs.

Operating Model

- Pre-disaster volunteer engagement
- Volunteer inquiries & referral management
- Need-based and unbiased volunteer allocation
- Volunteer hours compilation
Project Deliverables

Organizational
• Revised Project Blueprint
• User-centered design sessions for key stakeholders

Volunteer Engagement
• Benchmark against other states’ volunteer efforts
• Build operating model for deployment at high-impact agencies

Volunteer Management
• Develop framework for need-based volunteer allocation
• Design an MVP of volunteer management platform

Presentation & Survey
• Present results to key stakeholders & hold knowledge transfer
• Completion of Joint Immediate Impact Survey
Enterprise Design Thinking in Action

Collaborating and building on each other's expertise, ushering a spark of co-creation.

The Loop drives us
Understand the present and envision the future in a continuous cycle of observing, reflecting, and making.

- Observe
- Reflect
- Make

Immerse yourself in the real world.
Come together and look within.
Give concrete form to abstract ideas.
4-Week Journey

Week 1
Initiation & Planning
• Project kickoff
• Stakeholder interviews
• Refine SOW

Week 2
Project Execution
• Site visits & workshops
• Brainstorm possible solutions
• Stakeholder interviews

Week 3
Monitoring & Control
• Build & refine recommendation
• Stakeholder interviews
• Community service day

Week 4
Project Closure
• Create & deliver stakeholder presentation
• Write final report
• Knowledge transfer
Recommendations

1. Distribution of resources to areas, communities or organizations in highest need
2. Build a volunteer recruitment and awareness strategy
3. Record feedback to improve volunteering experience and retain resources
4. Automate volunteer management and mapping to increase efficiency

Activity Framework
Recruitment Strategy
Feedback Mechanism
Process Automation
New tool features:
✓ Allows EOC to post unmet needs raised
✓ Allows anyone to pick an unmet need and fulfill it (via donations or by volunteering to complete a task)
✓ Tracks hours claimed and completed by volunteers
✓ Feedback mechanism built in
## New Tool Options

<table>
<thead>
<tr>
<th>Tool</th>
<th>Features available/in use</th>
<th>Features that would need to be added/developed</th>
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</table>
| WebEOC Volunteer Management Module | • Volunteer management  
• Donations Management                                   | • Volunteer completion tracking               |
| NeedsList                     | • Donations management  
• Volunteer management                                      | • Volunteer completion tracking               |
| OnCorps                       | • Volunteer management  
• Volunteer completion tracking                               | • Donations management                        |
| NC DVAS                        | • Customized solution currently being proposed                 | • Volunteer management  
• Donations management  
• Volunteer completion tracking |
2 Recruitment Strategy: Leverage Social Media

- UPDATE website (prepare drafts for different disaster phases)
- INCREASE social media presence
- REUSE content and share posts and links from other orgs
- PARTNER with nearby universities & advertise internships for students
- FOLLOW companies and celebrities with local presence to increase awareness
Possible Solution with BlueCrAid

**Situation during disaster**

- Need to **identify and coordinate** with potential volunteers increases
- High activity on social networks and #hashtags become popular

**BlueCrAid**

- Handles individual replies & confirmations at scale
- Categorizes the reactions automatically
- Uses customized Chat-Bots to communicate with volunteers
Feedback Mechanism

Volunteer Sign-up ➔ Skill Mapping ➔ Task Assignment

Maintain Feedback Repository ➔ Receive Filled-in Form ➔ Email Feedback Form

Sort Feedback by Organization ➔ Share Feedback w/ Organization ➔ Send Thank you Email to Volunteers
Process Automation

Automate volunteer management and mapping to organizations and increase process efficiency

Classify volunteer details and group them with skills

Develop volunteer specific marketing content

Create automated email workflows using Excel VBA
30-60-90 Process Improvement Roadmap

30 days plan

• Commission to host meeting with all relevant stakeholders and share framework for all 4 phases
  • Create directory per town and county
  • EOC to confirm/provide WebEOC access and to conduct WebEOC education sessions
• Commission and EOC to host co-creation workshop for tool features and discuss with developers

60 days plan

• Commission and EOC to select tool/s to be used moving forward
  • Selected tool provider to launch MVP
• Commission to lead planning of drills

90 days plan

• Selected tool provider to launch next iteration
  • County and town officials to conduct local level drills
General Administrative Recommendations

1. Dedicate at least one resource from the Commission on Volunteerism’s office to initiate and spearhead recommended actions

2. Mobilize AmeriCorps members including AmeriCorps alumni and military veterans for Volunteer needs

3. Optimize roadmap for pages and utilize their expertise

4. Formalize and document key deliverables of the team to track and govern the program better.

5. Set up internal quarterly status review calls to ascertain the progress and make course corrections if necessary (Communication is key)
Anticipated Host Organization Change Resulting from Deliverables

- Ability to scale volunteer engagement with Commission
- More structured volunteer base to elevate resource planning
- Volunteer allocation to areas with highest need
- Improvement in recovery efforts through process streamlining
- Operational improvements through automation
- Increased reliability & efficiency in personnel and data management
Questions?
Appendix
Feedback Mechanism

1. Outline your goals and make a plan
2. Create a customer satisfaction survey
3. Choose trigger and timing for your survey
4. Analyze the survey data
5. Make adjustments and repeat the process