



***U.S. MASTERS
SWIMMING***

Understanding and Engaging Volunteers: Survey Results from the Volunteers Task Force

–Tom Moore & Chris McGiffin

Welcome!



Understanding and Engaging Volunteers: Survey Results from the Volunteers Task Force

- As part of the Volunteers Task Force work to understand volunteers, increase volunteer engagement, and assess volunteer roles, hundreds of current LMSC and National volunteers (as well USMS members not currently volunteering) were surveyed earlier this year. We will present an overview of the results of those surveys, identifying the key factors in volunteer motivation and engagement, perform a short interactive breakout session, and conclude with next steps that USMS can address to improve the volunteer experience moving forward.

Agenda



- **Volunteers Task Force Mission**
 - **Process for Survey and Interviews**
 - **Survey Result Highlights**
 - **Group Exercise**
 - **Next Steps**
-
- **Survey Results will be included as Appendix to this presentation when posted online**

Volunteers Task Force Mission



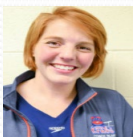
Mission Statement

- Investigate and make recommendations regarding how to optimize USMS's volunteers as resources now and in the future

Vision

- The Volunteers Task Force seeks to understand how to identify, motivate, and retain current and future volunteers so that we can recommend tasks and programs that reflect the needs and capacity of USMS now and in the future

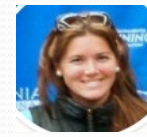
Volunteers Task Force



Blair Bagley
LMSC Leader



Bill Brenner
Staff Liaison



Clare Kubiak
Futures Task Force Rep



Chris McGiffin
LMSC Leader
VTF Subgroup Leader



Tom Moore
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Laura Winslow
Chair

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Process



Two subgroups, “Understanding Volunteers” and “Volunteer Engagement” formed and developed the survey targeting:

- **Current Volunteers**
(LMSC Leaders and/or National Committee members)
- **“Prospective Volunteers”**
(randomly selected members based on geography, age and gender)

All survey respondents answered same demographic questions

- **Current volunteers were asked about volunteer experiences**
- **“Prospective Volunteers” were asked about becoming a volunteer**

Assessment Coverage



Survey sent to a total of 1341 members:

- **723 distributed to current volunteer members**
 - **All National Committee members and LMSC Leaders known to National Office Staff**
- **618 distributed to “Prospective Volunteer” members**
 - **6 men and 6 women from each LMSC not a ‘current volunteer’ selected randomly based on age ranges**

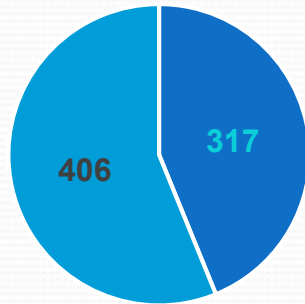
Interview outreach to 42 current volunteer members

- **Varying criteria relating to zone, gender, age & years of service**
- **28 interviews conducted over a 2 month period**
- **11 men and 17 women; avg was 43 years (from 21 to 70)**

Survey Response Rates

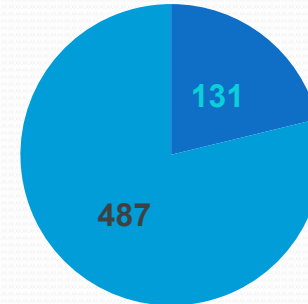
- A *big* “Thank You” to everyone that took the time to respond to the survey!
- 448 responses out of 1341 surveys distributed

Current Volunteers
(317-723) - 44%



■ Responses ■ No Responses

Prospective Volunteers
(131/618) - 21%



■ Responses ■ No Responses

Total response rate is 36.3%. Even among our active volunteers, over half didn't participate.

Survey Demographics

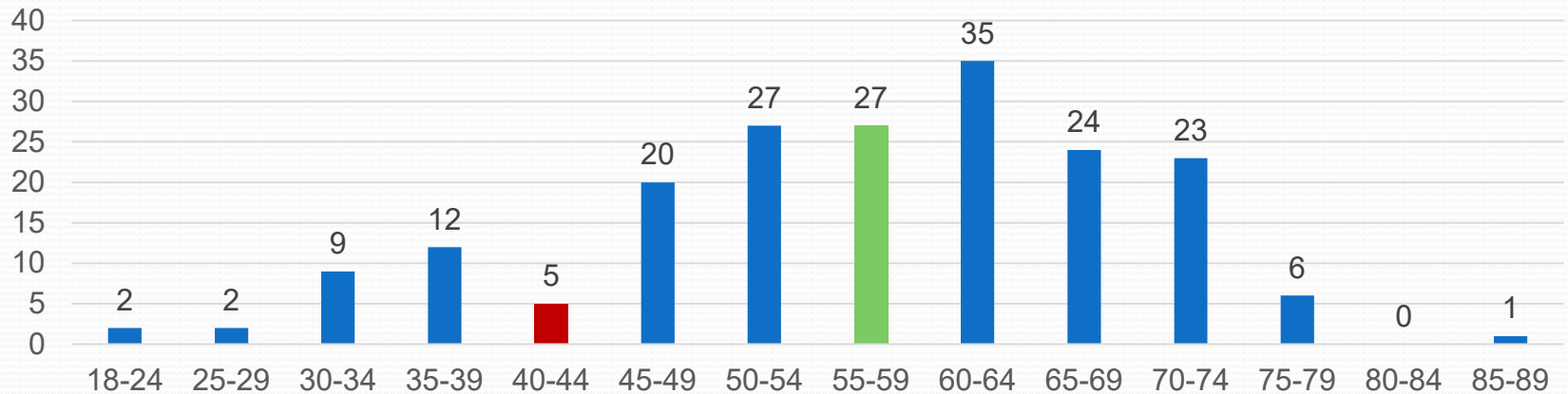


- 122 declined to provide an age or submitted an unusable response

(Self-reported, Q15)

Good participation across age ranges

Age Distribution



Opportunity for additional volunteer engagement

Average & Median Ages fell in 55-59 age group!

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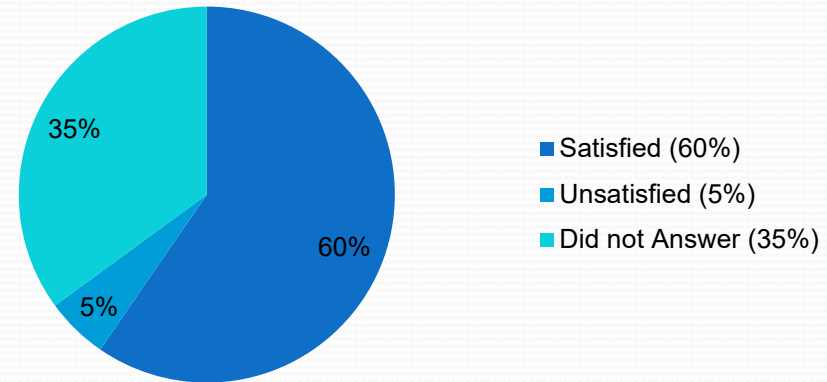
Takeaways from Survey



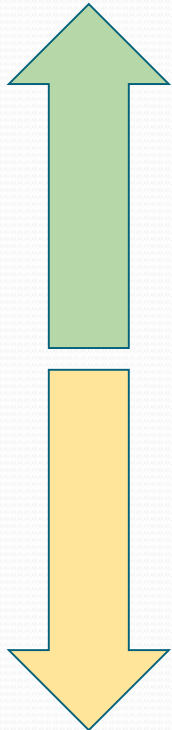
- **Meaningful Experience (Q10)**
 - Same satisfaction across segments (Age, Competitive / Fitness, Open Water / Pool, etc.)
- **Volunteer Satisfaction (Q9, Q11)**
 - High marks; there is a lot that we are doing well and specific things we can do to improve
- **Volunteer & Leadership Development (Q9, Q13)**
 - Increase onboarding, training, ongoing education, mentoring and succession planning
- **Value of Inclusiveness & Diversity (Q9, Q13)**
 - Safe environment, open mind, and respect for all volunteers
- **Strengthen Partnership between Volunteers & National Office Staff (Q13)**
 - Clarify roles and increase collaboration
- **Volunteer Recruiting & Engagement (Q12 & “Prospective Volunteer” analysis)**
 - Members appreciate being asked and must be made aware of volunteer needs
 - Provide value with the right match of skills, schedule & time commitment

Q9 How would you rate the satisfaction you get from volunteering with USMS?

- Most volunteers (60%) reported being “satisfied” or “very satisfied” with the experience of volunteering
- Very few (5%) reported being “unsatisfied” or “very unsatisfied”



Q9 How would you rate the satisfaction you get from volunteering with USMS?



More Satisfied

- Shared mission
- Passion for swimming
- Rewarding to contribute
- Giving back to sport/org/others

Less Satisfied

- Volunteer training/orientation
- Leadership behavior/politics
- Welcome/include new volunteers
- Watch for burnout
- Leader development/Succession planning

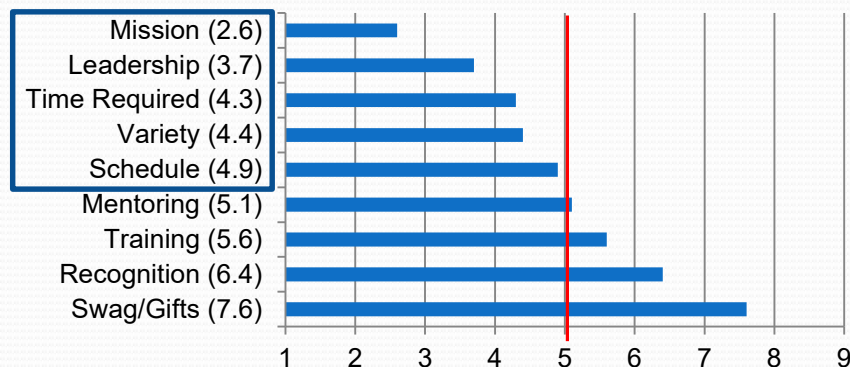
Q10 Please rate how the following affect your satisfaction with volunteering

(1 being the most important and 9 being the least important)

Five factors were identified as being important for volunteer satisfaction

- 1 - Contributing to mission / meaningful experience (2.6)
- 2 - Respect for existing volunteer leaders (3.8)
- 3 - Amount of time required (4.3)
- 4 - Variety of opportunities (4.4)
- 5 - Schedule of meetings / calls / events (4.9)

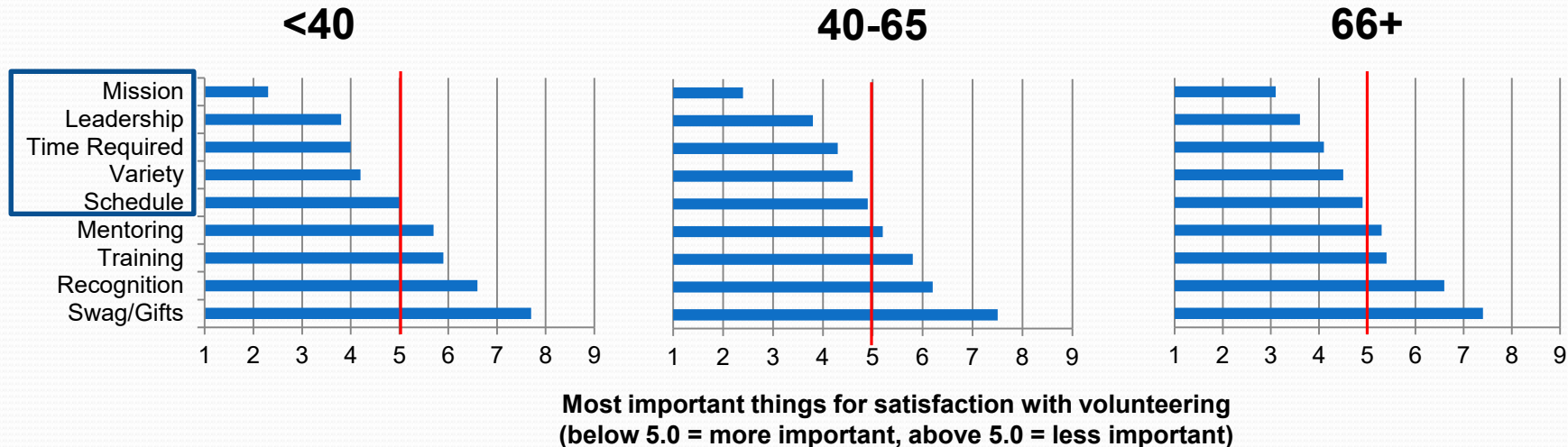
Overall



Most important things for satisfaction with volunteering
(below 5.0 = more important, above 5.0 = less important)

Q10 Engagement: Age Ranges

Finding: The same five factors are consistent across ages ranges

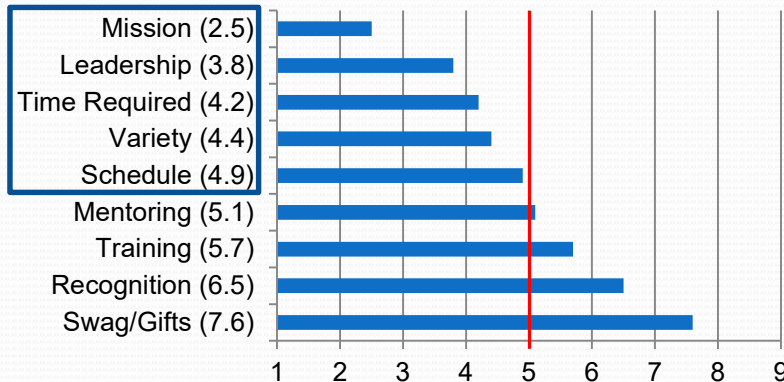


Q10 Engagement: Competitive

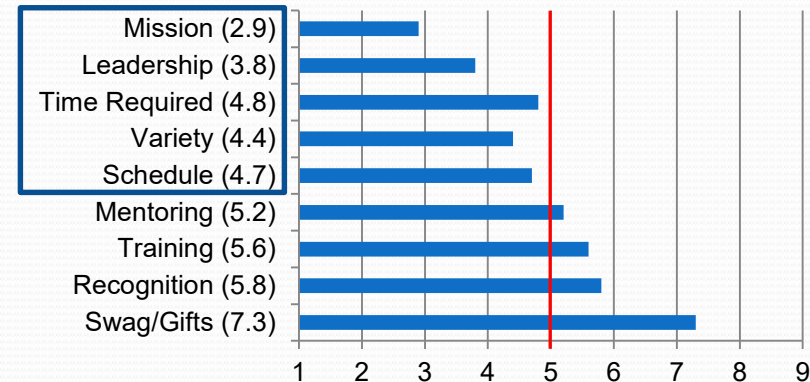
Findings:

- Substantially consistent across competitive vs non-competitive
- “Time Required” is relatively less important to non-competitive swimmers, but top 5 factors remain the same

Competitive



Non-Competitive



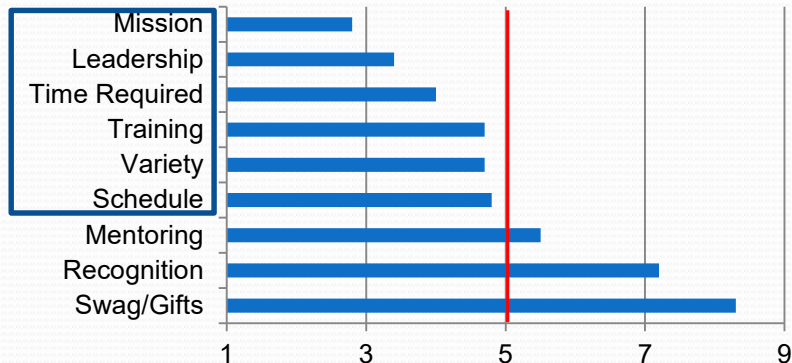
Most important things for satisfaction with volunteering
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Q10 Engagement: Volunteer Status

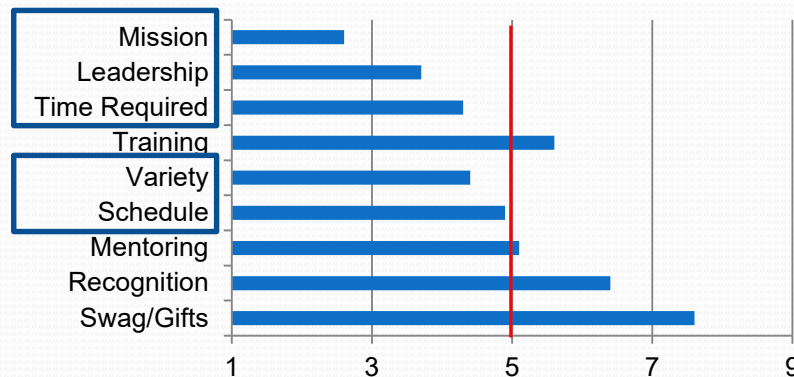
Findings:

- Consistent across prospective volunteers vs. current volunteers
- Prospective volunteers also value training

Prospective Volunteers



Current Volunteers



Most important things for satisfaction with volunteering
(below 5.0 = more important, above 5.0 = less important)

Q10 Engagement Summary



MOST IMPORTANT FOR VOLUNTEER SATISFACTION

1. Contributing to mission / meaningful experience
2. Respect for existing volunteer leaders
3. Amount of time required
4. Variety of opportunities
5. Schedule of meetings/calls/events
6. Training ("prospective volunteers" only)

Match volunteer to potential opportunity, based on skills, interests and time available is very important

Q11 Please share your perspective about what is working well for USMS volunteers like you.

USMS Annual Meeting

LMSC Summit

National Office
communication/support

Connection to mission



Relationships

Innovation/experimentation

Recognition and gratitude

Value given and received

Q12 What has worked for you to recruit other volunteers?

Identify & ask

Pursue the passionate

Clarify commitment needed

Build relationship first

Personal touch



Org mission

Share own experience

Match people with need

Pull them in, don't push

Q13 As a current volunteer, what suggestions do you have for USMS to improve the volunteer experience?



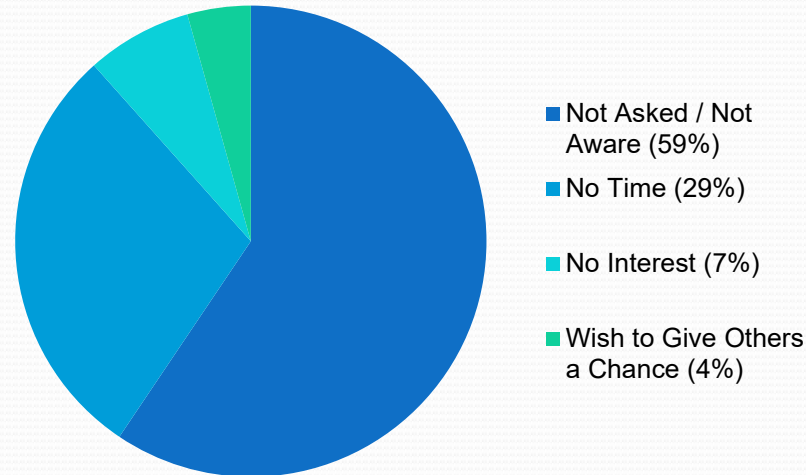
- Encourage volunteer rotation**
 - Mentoring
 - Succession
- Establish effective volunteer development**
 - From orientation to USMS and its positions
 - To leadership growth
- Promote more inclusiveness**
 - Of thought, perspectives
 - Support enthusiasm of the next generation
- Strengthen partnership and communication between volunteers and National Office**
 - Clarify changes to roles and responsibilities
 - Manage expectations
 - Increase project collaboration



Q16 Why don't you volunteer?



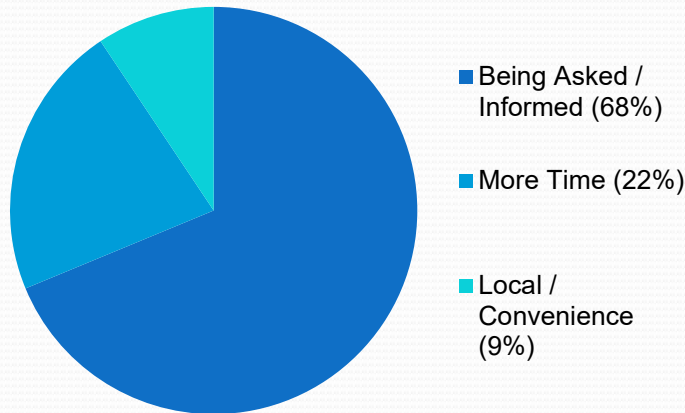
A significant majority of members who are not currently volunteering don't volunteer simply because they were not asked or were not aware of the need



Q17 What would increase the likelihood of you volunteering?



A significant majority of prospective volunteers would volunteer if they were asked and/or informed of the need



Simply by being asked to participate in the survey, 19 people provided their contact information and asked for more info about volunteering!

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What volunteer impacts matter?



Group Exercise Instructions



Time Box: 1 Min.

- 1) On your own, write down your thoughts for the focus area

Time Box: 5 Min.

- 2) Introduce yourself to someone you do not know and discuss each other's thoughts
- 3) Write down 2 impacts with which you agree on separate sticky notes
- 4) Paste them on a flip chart



Group Exercise



For LMSCs

For USMS

For Members

For Each Other



What should be the most important impacts provided by volunteers?

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Task Force Next Steps



- **VTF submits reports with recommendations to BOD**
- **BOD confirms which recommendations move forward**
- **Finalize timeframes for each proposal**
- **Discuss opportunities with the Board, LMSC Development, and at the 2019 LMSC Leadership Summit**
- **Present to the 2019 House of Delegates**
- **Implement changes**

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