

Volunteers — IN — Action

BARTON
COMMUNITY COLLEGE

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AmeriCorps
Seniors

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www.bartonccc.edu/getinvolved/RSVP



WHO ARE WE???



When the Corporation or National and Community Service asked the question, “Do you think the public understands the purpose of the organization and its programs?”

97% said ‘no’

When considering the many brands CNCS promotes, it’s not surprising the general public does not understand the mission.

These brands included CNCS, AmeriCorps, VISTA, Senior Corps, RSVP, Foster Grandparents, Senior Companions

STRONGER BRAND

Align on one name to refer to the organization as a whole
Simplify brand architecture so that programs tell the story



AmeriCorps



**AmeriCorps
Seniors**

WHERE DO WE GO FROM HERE



OUR MISSION

Our Mission is to connect our area volunteers with organizations in the community, so as to help fill the unmet needs of the community. Through collaboration with community non-profits we can empower volunteers to be a part of the change and part of the solution.

OUR VISION

In the next two years, Volunteers In Action will become the go-to resource for volunteer engagement for individuals and organizations which will include up to date models and technology that gives all those connected a feeling of satisfaction and growth.



A NEW MODEL FOR VOLUNTEERING

HONOR OUR CURRENT VOLUNTEERS

AmeriCorps Seniors RSVP program will always honor our 55 and better volunteers. The current volunteers serving in this program are part of “The Greatest Generation.” They served because it is what you are suppose to do. They served where they were needed, and it whatever capacity you asked.

ENGAGE THE NEW VOLUNTEER

To stay vital, we must prepare our Non-Profit agencies for the new type of volunteer in our communities. These volunteers are tech savvy, come with special skills, want to gain knowledge and build their resume. They need to be connected and feel as if they have contributed. They will let you know what they like and don't like plus they will tell all their friends. This is NOT a bad thing. However, we must be ready.

TAKING THE STEPS:



- 1. Rebrand as Volunteers In Action with an AmeriCorps Seniors RSVP program. This will help to incorporate all volunteers and send a clearer message that volunteers of all ages are encouraged to connect and participate with us.**
- 2. Professional Development: Linn Hogg received her Certified Volunteer Administrator certification.**
- 3. Working with Kansas Volunteer Commission to be one of only 6 in Kansas, Service Enterprise Certified Centers. This certification is a Points of Light designation and we must meet 10 rigorous standards of excellence in Volunteer Management. To become certified you must have an overall score of 75 and we started with a 71.**
- 4. Create a process that recruits, trains, retains and recognizes volunteers using up-to-date methods that involve online orientations and trainings, coaching and mentoring, feedback from volunteers, needs assessments of our NPOs as well as more input and connection from volunteer leadership.**

BCC & VIA



AmeriCorps
Seniors

BARTON
COMMUNITY COLLEGE



Volunteers In Action helps Barton Community College meet one of their Mission points...

Barton is driven to provide an educational system that is learning-centered, innovative, meets workforce needs, strengthens communities, and meets the needs of a diverse population.

One of Barton's 'Core Priorities' is to Cultivate Community Engagement.

What better way to accomplish these priorities than to promote volunteer engagement within the student body, faculty, staff and surrounding area to help strengthen our communities and meet unmet needs.

The staff at Volunteers In Action feel very strongly that our brand and our new training places us in a position to help many of our NPOs build their capacity and increase their reach. Volunteers In Action is constantly "in action." We want to be seen as the premier Volunteer Center in Central KS.