

State Service Plan

Nevada Volunteers

2016 – 2019



Appreciation

Nevada Volunteers is deeply appreciative of the significant time and expertise provided by Marlene Rebori, on behalf of the University of Nevada Cooperative Extension, in helping to frame, research, facilitate, and analyze the results of this project.

University of Nevada Cooperative Extension Staff:
Christine Nazarechuk, Administrative Assistant III
Jill Baker-Tingey, co-facilitator for the Elko Forum
Pamela Powell, Lacey Sproul, and Carol Shilling who attended and helped coordinate forums
Claudene Wharton, Communications Specialist

University of Nevada, College of Business:
Mark Pingle, Jeanne Wendel--Faculty
Rose Yi and Cesar Melgarejo--Students

Karen Hruby: Analysis and editing of survey results
Staff and Volunteers at Nevada Volunteers for logistics, facilitation, reviews, edits, and support

A special appreciation to all those who attended the forums to share their views and ideas and all the people who responded to yet one more survey!

The Challenge

Nevada Volunteers developed this State Service Plan to enhance our ability to deploy national service and volunteer resources effectively and in concert with existing efforts across our state. In tackling the challenge of building a stronger volunteer service sector in Nevada, in a state historically near the bottom of all data measures on volunteerism, we wanted to learn from national leaders in civic engagement and community development as well as to learn from the voices of local volunteers and those who engage them. We wanted to assess where we are as a state and identify potential strategies that would guide our time, resources, and energy as we seek to build a stronger volunteer infrastructure in Nevada.

This State Service Plan brings you into our thinking and strategies. Please contact us with comments, partnership ideas, or with your interest in furthering these goals with action.

Framing the Question

Based on our review of current trends, practices, and research, the following key points seemed most salient for us to consider as we embarked on an assessment of Nevada's capacities and needs around volunteering and national service.

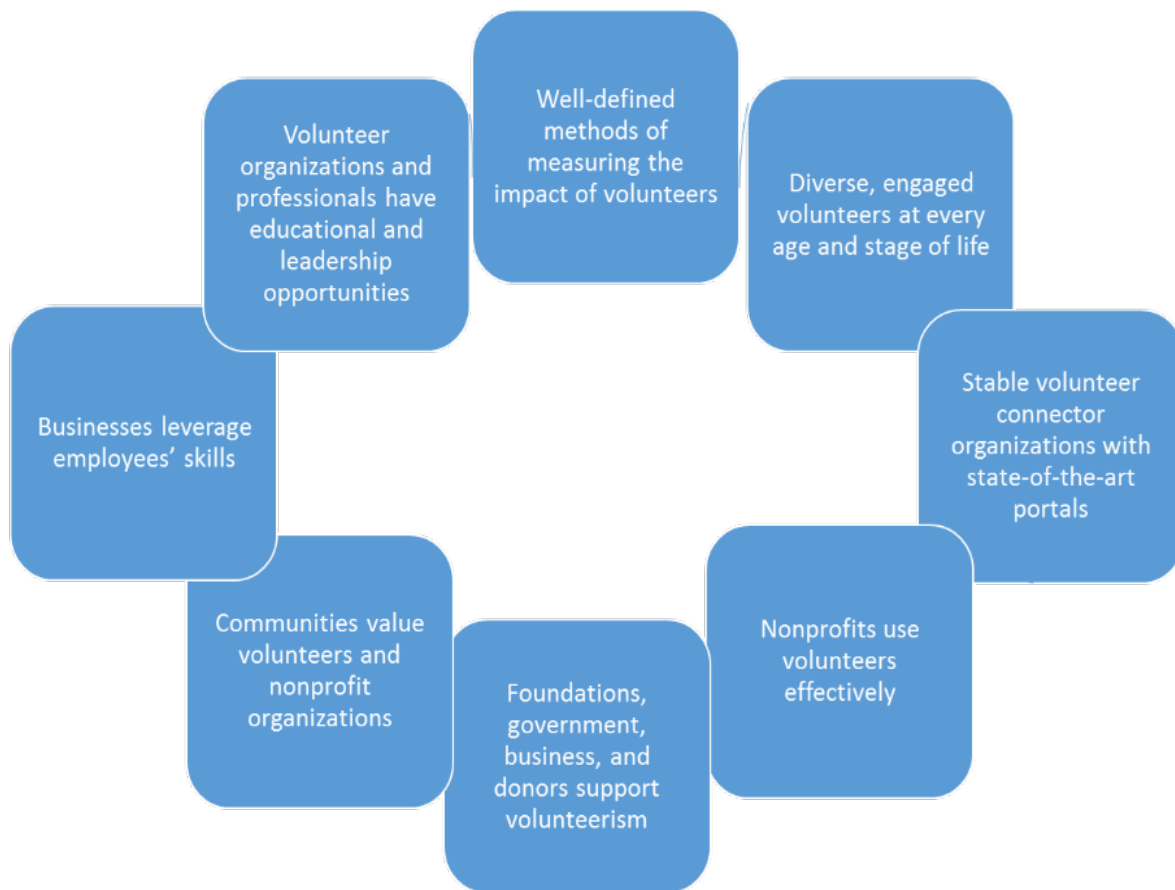
Strong resilient communities have layers of connections that assure residents have access to and relationships with others and to services and activities they need. Community volunteerism and engagement are important components to a healthy and resilient community. A term often used to describe a network of community engagement and social trust is 'social capital.' Social capital describes the various social networks with which people have access to resources including the type and depth of relationships and connections within a community. The number of volunteers within a community is a strong measure of community engagement and one aspect of social capital. Higher rates of volunteerism and engagement in a community are associated with improving government services, preventing crime, increasing graduation rates, fostering economic development and increased community responsibility for problem-solving.ⁱ

In addition to building social capital, volunteer service has positive effects on volunteers as individuals. Volunteers report greater life satisfaction and better physical health than do non-volunteers, and their life satisfaction and physical health improves at a greater rate as a result of volunteering. Interestingly, those who give support through volunteering experience greater health benefits than those who receive support through these activities, especially among the elderly.ⁱⁱ

Volunteering increases self-esteem, enhances skills and capabilities, expands career paths, and improves health both physically and emotionally. While programs typically count the number of volunteers who serve and/or the number of hours they contribute, measuring the true impact of service and volunteerism goes well beyond counting hours.

A volunteer does not operate in a vacuum. Volunteerism is strongest when all members of the community ecosystem (businesses, governments and municipal entities, individuals, faith-based and civic organizations, and nonprofits) are working in concert and have knowledge of and **access to the**

other sectors of the ecosystem. A vibrant volunteer ecosystem magnifies volunteer efforts and impacts and includes the following:ⁱⁱⁱ



Based on this review, we sought to answer the following questions through our State Service Plan process:

- **What volunteer or service activities currently exist in local communities?**
- **What exists to support the various aspects of a volunteer ecosystem both within sectors and across sectors?**
- **What strategies might enhance or fill gaps in the current structure?**

Status of Service in Nevada

To see what exists in Nevada in these areas, we did a review of current data available from Nevada, consulted with others in the field, surveyed our stakeholders, and conducted six community forums in partnership with University of Nevada Cooperative Extension. The following sections capture the reactions and input from participants and stakeholders through those processes.

Volunteer Data and Reactions

Data, based on the U.S. Census, indicates that in Nevada in 2014, 19.4% of residents volunteer compared to a national average of 25%, ranking the state 49th among the 50 states and Washington, D.C. These volunteers contributed over 56.9 million hours of service.^{iv}

Despite our low rankings in the U.S. Census report, people consistently say those statistics do not reflect the real situation in Nevada. When this data was presented to participants at the community forums, their reactions to these data points are captured in the following ‘wordles’.

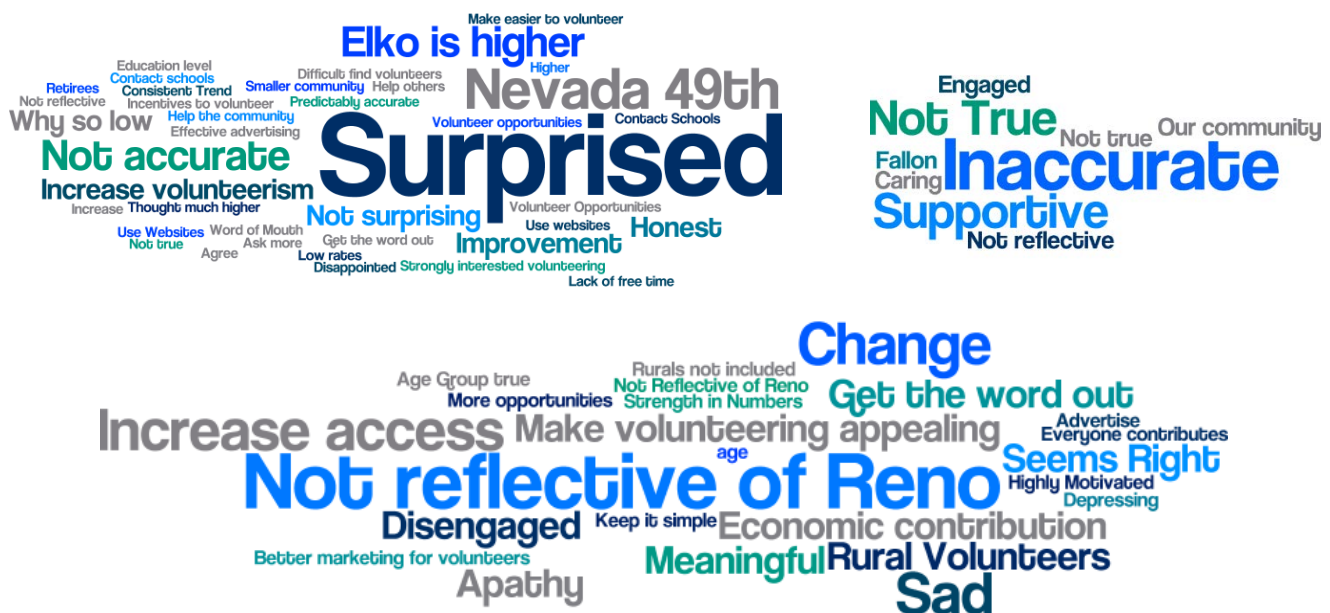


Figure 1 Reactions to Census Data, Elko, Reno, Fallon

Clearly there are strong beliefs about volunteers who are making a difference. Their service represents a story of volunteerism that goes well beyond the metrics. Nevada has many giving, committed people engaging around causes that matter to them.

A study conducted by a research group at UNLV surveyed over 1530 volunteers throughout Nevada to obtain a demographic profile and assess current volunteers' motivations and barriers to additional volunteering. Key motivators centered on having the time to volunteer and finding the work interesting and/or meaningful. Volunteers felt that volunteering allowed them to make a meaningful contribution, feel happier, and/or make use of life experience. Barriers included lack of time, lack of awareness about volunteer opportunities or inflexible schedules.^v

In the current year Nevada Volunteers administers AmeriCorps formula allocations of \$1,486,510 representing 105.4 MSY (Member Service Years = 1700 hours per member) and national competitive AmeriCorps funding of \$734,574 with 79.96 MSY. The investment represents 302,107 hours of service

valued at \$6,338,205. Including all national service programs (AmeriCorps State and National, VISTA, Senior Corps, and SIF) Nevada receives an investment of \$13,971,685, including matching funding from local resources.^{vi}

Survey Input

Two surveys were conducted and the information derived from them provides additional perspective for the development the State Service Plan.

ECONOMIC IMPACT SURVEY

A small survey was conducted for this report as a student project through the College of Business at the University of Nevada Reno. The survey was designed for nonprofits to identify sources of funding, numbers of volunteers engaged, and awareness of economic impact of their organization. With responses from 25 Nevada nonprofits, all reported a direct connection with the economic development of either their clients or a component of community infrastructure (such as parks, disaster prevention, etc.). Employment in the public and nonprofit sector is also a component of economic development with the nonprofits reporting an average of 10 full-time and 14 part-time positions. The social impacts generated by this sample of nonprofits along with the staffing and engagement of volunteers in both leadership and support positions underscore the importance of the nonprofit sector as a significant contributor to the economic development of Nevada.

TRAINING NEEDS SURVEY

A Nevada Volunteers survey was sent to organizations and stakeholders who are part of Nevada Volunteers communication channels, including all national service programs. This survey asked about interest in various volunteer and service-related topics as a way of assessing the needs, interests, and challenges facing volunteers and those who engage them.

From a volunteer perspective, people were interested in the benefits of volunteering as an older adult as well as ways to offer my experience or professional skills as a volunteer.

Key interest areas for engaging and managing volunteers included: (1) Finding partners—business groups/students/others (2) Finding ways to attract and utilize skilled or pro bono volunteers, and (3) Specifics of volunteer management such as supervision and feedback, preparing and providing training, and how to recruit volunteers effectively.

From a business-corporate social responsibility perspective, the three primary interests were (1) how to meet community needs by partnering with nonprofits, (2) better understanding skill-based employee volunteering, and (3) maximizing employee volunteer programs for retention and skill development.

Leaders in nonprofits were interested in finding ways to (1) strategically engage volunteers to maximize ability to meet mission goals, and (2) build partnerships to broaden the engagement of volunteers.

Specific to national service and AmeriCorps programming, there was strong interest in using social media and marketing strategies and secondly, cultivating strategic partnerships.

Voices from Nevada Communities

Nevada Volunteers in partnership with the University of Nevada Cooperative Extension conducted six community forums across the state in Reno, Fallon, Las Vegas, Mesquite, Elko and Tonopah in spring of 2016 to gather information and share ideas about volunteerism and service. Announcements of the forums were provided through media release, email contacts, local community calendars, and other communication channels used by Nevada Volunteers. An effort was made to encourage participation from a wide variety of stakeholders including national service programs, businesses, individual volunteers, faith-based groups, nonprofits, civic organizations, and municipal and governmental agencies. Forum sites were selected to have a wide representation of the state's geographic uniqueness. Individual reports from each forum are included in the Appendix of this Plan.

WHAT EXISTS IN YOUR COMMUNITY?

Using a framework that included business, nonprofits, civic or faith-based groups, municipalities or governmental entities, or individuals, participants at each forum were asked to name organizations in that community that engage volunteers and how. In every case, nonprofits were mentioned most frequently as having volunteer activities. Unique attributes from each community also emerged. Fallon had an equal percentage of known volunteer activities related to local civic and faith groups, higher than any other community. In Elko the second highest avenue for volunteer activities were ones sponsored through governmental entities which included a strong number of school-based and youth-focused programs. Likewise in Tonopah, governmental programs were mentioned especially ones that included youth. In both Mesquite and Reno, business-sponsored volunteer activities were mentioned as the second highest percentage. The conversation in every community included comments about how difficult it was to actually know what was available and what was happening around volunteer service.

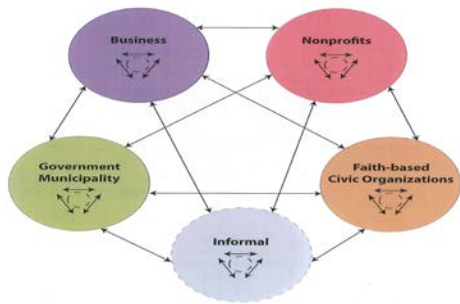


WHAT EXISTS TO SUPPORT CONNECTIONS AMONG VOLUNTEER STAKEHOLDERS?

To examine the degree to which community sectors work together or network to have greater impact, each community was asked to provide examples of volunteer activities that involved collaboration among the sectors. While specifics emerged in every community it became clear that people, even in small towns, struggle to know who to ask about volunteer activities, what resources are available to support volunteerism, how to find them, or even to envision new ways to partner.

Each sector has its champions and leaders who are excelling and yet there is little infrastructure to strengthen the field for all. Comments below are takeaways about the various stakeholders in our volunteer ecosystem as seen by participants in the forums.

**Linking Volunteer Efforts
Within Sectors and Outside Sectors**



Nonprofit Sector

While people could identify nonprofits and some of their volunteer activities, many communities commented about how nonprofits struggle with stability and resources. Others expressed difficulty in finding new volunteers since the ‘same people do all the work’. In some cases there were multiple nonprofits doing the same or similar work. The need for training for leaders in volunteer engagement was mentioned in multiple communities--especially training that could be provided locally to reduce costs. Only one community was aware of a nonprofit association that provided capacity-building training and support. The Alliance for Nevada

Nonprofits (ANN) is a Nevada nonprofit that strives to address that need, but is itself limited by resources and capacity.

Business Sector

The business sector in Nevada has robust champions who are well-known in each community. Other than through previous experience or personal connections, however, access to business resources is often not widely known. For example, people may be aware that a grocer provides donations but may not know who to contact. In addition, as economic factors impact businesses, especially around mining and energy, the resources provided to communities may decrease and significantly impact volunteer-related efforts. One community mentioned that they were aware that corporations often were required to ‘give back’ to the community but did not know how to see if that was happening or how to partner to encourage participation in their efforts. There were relatively few examples of utilizing skilled volunteers from the business sector and none of the participants were aware of state networks that support CSR professionals, although a few philanthropy-related efforts were mentioned.

Governmental and Municipal Entities

In many communities, especially rural ones, governmental programs seemed to be the stimulus for building infrastructure and connections among other groups. Numerous coalitions that engage cross-sector organizations exist and were formed as part of receiving governmental resources or grants around needs such as drug addiction, education, health access, or resources for those with disabilities. These coalitions represent excellent examples of cross-sector cooperation that increase awareness and impact. Existing governmental programs such as 4-H, park clean-ups, and voter activities also provide examples of cross-sector collaboration that generate volunteer service and impact. Governmental entities often recruit and engage volunteers as a part of civic and democratic processes and often are seen as strong supporters for volunteer engagement. Many within the sector, however, feel that participation is low and does not necessarily represent the engagement of the full community or meet the intent of civic engagement goals.

Faith-based and Civic Groups

Examples of faith-based or interfaith groups were mentioned in most communities. Representatives of JustServe attended five of the six forums. JustServe is a web-based volunteer platform sponsored by the

LDS church to create awareness of volunteer opportunities that are available for both their members and others in the community. This, along with Nevada Volunteers' VolunteerMatch platform, which also provides a web-based platform statewide, represents a strong infrastructure component of the volunteer ecosystem—available but not necessarily known or utilized by residents.

Civic organizations were mentioned as active sector participants, especially in rural areas where traditional events such as parades, fund-raisers, and scholarships are widely known and enjoyed. There is concern about decreasing membership in the organizations that have traditionally sponsored and led these efforts, another potential impediment to building a vibrant ecosystem.

In summary for the question, 'What exists to support connections?,' the picture that emerges is one of dedicated people and organizations operating as best they can to improve and better themselves and their communities. While each sector has its champions and leaders who are excelling, Nevada lacks the infrastructure to strengthen the field for all. The 'will' of caring people and entities is there; the infrastructure that would encourage, focus, and expand that 'will' to tackle tough issues, is not.

IDENTIFYING STRATEGIES

Forum participants were presented with examples of possible strategies from the UNLV Survey and national best practices and were asked to prioritize the ones that seemed to hold the most promise for enhancing volunteerism in their local area or to identify other strategies that they thought would be useful. A full list of the strategies is available in the Appendix.

The message was clear and consistent in both rural and urban areas:

- (1) Nevada needs to have a volunteer connector or hub system in local communities (virtual or physical) that is well-known as the 'place for things volunteer-related'.
- (2) Visibility of volunteer needs, efforts, and impact should be increased to widen the awareness and interest of community members and leaders in local areas to see the power of volunteer service. Focus on seniors and youth could be valuable.
- (3) Training that would increase the effectiveness of volunteer programming should be available locally or regionally in formats that are cost-effective.

ANALYSIS AND TAKEAWAYS

Nonprofits need support to integrate the practices for sound financial oversight, management, personnel practices, and resource development. This need for capacity within the nonprofit sector impacts community's abilities to attract funding and grant resources from local, state, and Federal sources, including national service resources, and to connect with business resources. It is of note that, while national service programs were encouraged to attend and participate in the Forums, there was no participation in the four rural forums by members or sponsors in part, perhaps, because national service resources are not deployed in those communities.

Nonprofit capacity includes a need for professional volunteer engagement leaders who can expand the capacity of their organization through effective utilization of volunteers, both skilled and direct service. Utilizing professionals in skilled volunteer positions to boost nonprofit capacity is a national trend that needs structure and support to be widely used in Nevada, but the concept holds promise for both business employee volunteer programs and the health of nonprofits.

Continuing to create visibility for the importance and impact of service and volunteerism on the health of communities and individuals, including for older adults and youth, is needed. If Nevada is going to move the needle on volunteer engagement, it seems imperative to explore ways to create information or resource hubs for volunteer engagement in communities around the state. Since governmental programs foster and build civic engagement in many communities, it may be effective to build an agenda for governmental and municipal entities to strengthen that focus and leverage those efforts.

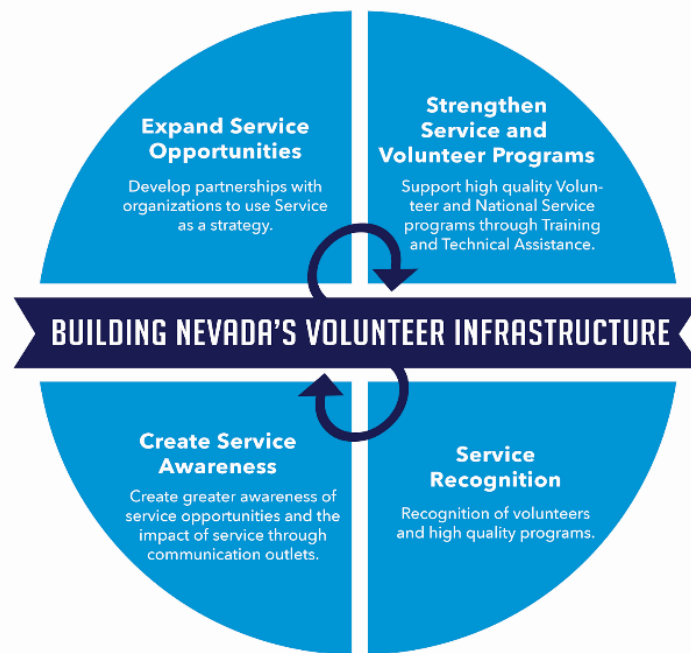
Working with the business sector to increase the visibility of CSR activities, especially those businesses that receive community-based tax credits, could serve as a catalyst to support skilled volunteer engagement from businesses to nonprofits and to leverage activity around needed impact areas.

While many individual training topics were identified through the training survey, it is interesting to note that topics of greatest interest relate to cross-sector partnering for increased effectiveness and efficiency. Creating opportunities to partner and improve communication across sectors would create a stronger ecosystem for volunteerism and service and could substantially increase the collective impact of those efforts.

What Does This Mean for Nevada Volunteers?

Nevada Volunteers has historically focused resources and efforts in four primary areas: Creating Service Awareness, Increased Recognition for Volunteering, Improving the Quality of Volunteer Programming, and Increasing Service Opportunities with an emphasis on strengthening both national service programming along with the traditional volunteer sector.

The following section provides an overview of (1) current efforts being addressed through the Nevada Volunteers State Service Plan and strategic plan, (2) potential strategies that could address needs identified through this State Service Plan. The information and assessment of this information will be integrated into the Nevada Volunteers Strategic Plan and provide guidance in our efforts to shape both national service and volunteerism in the State.



Expand Service Opportunity

Nevada Volunteers develops partnerships with other organizations in order to encourage and support use of national service and volunteerism as a strategy.

Current Strategies:

- Day of Caring Event
 - a) Develop and implement an Annual Day of Caring as an opportunity for volunteer participation
- New Partnerships
 - a) Develop and implement partnership with VOADs (Voluntary Agencies Active in Disasters)
 - b) Facilitate the planning, development, and creation of a NevadaCorps program
 - c) Develop partnerships with Nevada businesses with the intention of advancing their CSR through development of skills-based volunteer connections between corporations and nonprofits
- Expand our organizational capacity through increased use of skilled volunteers
- Increase the number of NOFO applications and resources brought to the state through CNCS funding.
- Participate as a Founding State of the Service Year Alliance to experience long-term service experiences both within and beyond AmeriCorps

Potential Strategies:

- *Work with Corporation State Office to identify priorities for funding that address both CNCS priority areas and state need to increase capacity for volunteer infrastructure*

- *Create mechanism to support skilled volunteer engagement from businesses to nonprofits, especially those that are participating in our service enterprise processes, volunteer engagement trainings, or national service supporting organizations*

Strengthen Service and Volunteer Programs

Nevada Volunteers provides high quality support to volunteer and national service programs through training and technical assistance.

Current Strategies:

- Certification
 - a) Provide Service Enterprise training to nonprofits and coach them through the SE certification process
 - b) Develop and implement a high quality volunteer program certification process for individuals that complete training
- National Service Programs: Develop and implement a training plan for AmeriCorps programs that addresses program needs and federal compliance requirements, including cross-stream training.
- AmeriCorps Alumni Chapter: A network is established to build a strong AmeriCorps Alumni Chapter in Nevada
- Infrastructure
 - a) Assess and improve online mechanism to connect public to volunteer opportunities
 - b) Assess and improve mechanism to connect the volunteer coordinators with each other for continued professional growth and support

Potential Strategies:

- *Explore options to provide training at low-cost to local communities including how to communicate broadly to reach the desired audience.*

Create Service Awareness

Nevada Volunteers works to create greater awareness of national service and volunteer opportunities and the positive impact of service.

Current Strategies:

- Social Media and Marketing and Communications
 - a) Develop a Nevada Volunteers Social Media/Marketing/Communications Plan
 - b) Power of volunteerism
- Educate/Advocate
 - a) Develop and implement a certification (stamp of approval) for corporations doing business in Nevada that have demonstrated a significant investment in community through volunteerism
 - b) Identify municipalities that have a volunteer or community relations coordinator on staff; conducting a needs survey of those coordinators; and developing specific training for those coordinators

- c) Outreach to political, community, religious and business leaders to increase understanding regarding the impact of national service and volunteer programs in Nevada
- d) Service program presentations at Commission meetings
- e) Strengthen relations with our partners (subgrantees, funders, etc.) through targeted communications plans keeping volunteerism up front; i.e. the power of volunteerism charges

Potential Strategies:

- *Since governmental programs foster and build civic engagement in many communities, build an agenda for governmental and municipal entities to effectively strengthen that focus and leverage those efforts*
 - a) *Identify and engage municipalities that have a volunteer or community relations coordinator on staff for training needs/opportunities, resources, and showcasing impact.*
- *Utilize national service and/or other resources to create a system of 'hubs' within local communities that bring focus and capacity to volunteer engagement.*
- *Outreach to political, community, religious and business leaders to increase understanding regarding the impact of national service and volunteer programs in Nevada*
 - a) *Seek partnership opportunities to expand the vision for governmental agencies and municipalities to be leaders in volunteer engagement*
 - b) *Partner with others to convene groups around issue areas focused on improving collective impact, including increased impact from volunteer and service efforts.*

Service Recognition

Nevada Volunteers provides opportunities for public recognition of volunteers and high quality programs.

Current Strategies:

- Increase Service Recognition Efforts
 - a) Governor's Points of Light Awards attendance
 - b) Governor's Certificates of Service, on-going
 - c) Increase participation in annual Mayor's and County Day of Recognition for National Service
 - d) Increase awareness of Governor's Certificate of Volunteer Recognition
 - e) Develop and implement a plan for additional recognition events

Potential Strategies:

- *Showcase the certification of organizations reaching Service Enterprises status*
- *Develop a high-quality Volunteer Program Coordinator certification process for individuals that complete training*
- *Develop and implement a certification for corporations doing business in NV that have demonstrated a significant investment in community through volunteerism.*
 - a) *Increase accountability of businesses that receive community-based tax credits to share their CSR activities.*

Since nonprofit capacity is repeatedly mentioned as a barrier to utilizing national service and other volunteer engagement strategies, is it within our scope to provide training and resources for nonprofit organizational capacity-building? How could we partner with ANN or other organizations toward that goal?

Nevada Volunteers commits to creating specific, actionable items to address the top priorities of this Plan. With the continued support of the Governor's Office, the Corporation for National and Community Service, the sponsors of our Governor's Points of Light and other initiatives, we will utilize the resources we have to further strengthen the impact of volunteerism and national service in Nevada.

Signatory Page



Deb Gallo, Chair, Nevada Volunteers Commission



Amber Martin-Jahn, Executive Director, Nevada Volunteers



Matt Johnson, Director, Corporation State Office



The Honorable Brian Sandoval, Governor, State of Nevada

ⁱLevine 2013, Mathews 2014, Opportunity Nation 2014, Putnam 1995, Schneider 2004.

ⁱⁱWu, H. (2011). Retrieved from Points of Light: http://www.pointsoflight.org/sites/default/files/site-content/files/social_impact_of_volunteerism_pdf.pdf

ⁱⁱⁱWashington Serves: A plan for increasing the numbers, value, and impact of volunteers in Washington State. 2012-2016

^{iv}Corporation for National and Community Service. "Volunteering and Civic Life in America 2015". Retrieved January 10, 2016, from: <https://www.volunteeringinamerica.gov/NV>

^vJennifer Reid Keene, P. (October 2015). UNLV Volunteer Research Initiative 2015 Individual Volunteer Survey Report. Las Vegas, NV 89154

^{vi}State Profiles, Corporation for National Service

http://www.nationalservice.gov/sites/default/files/upload/state_profiles/pdf_2016/NV%20State%20Profile.pdf

State Service Plan

Nevada Volunteers

2016 – 2019

Appendix

Forum Materials

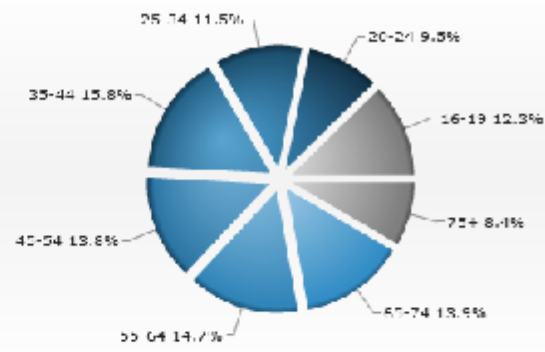
Volunteering and Civic Life in America Nevada



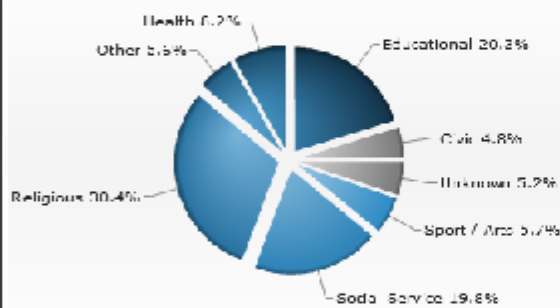
Overall, in Nevada in 2014:

- 19.4% of residents volunteer, ranking them 49th among the 50 states and Washington, DC.
- 425,440 volunteers
- 25.9 volunteer hours per capita
- 56.9 million hours of service
- \$1.3 billion of service contributed
- 48.4% of residents donate \$25 or more to charity

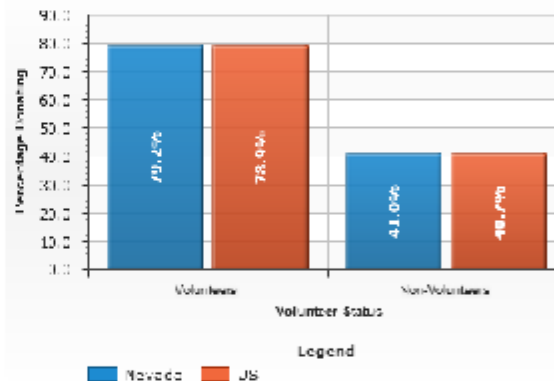
Age Group Rates



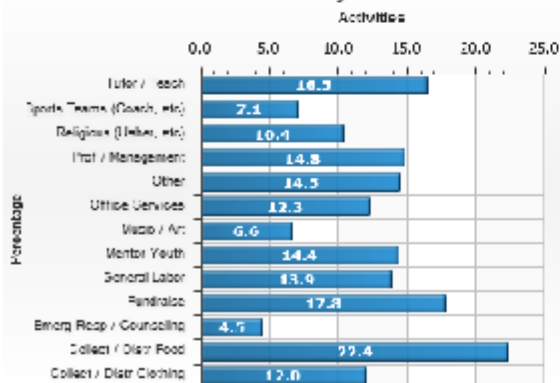
Main Organization



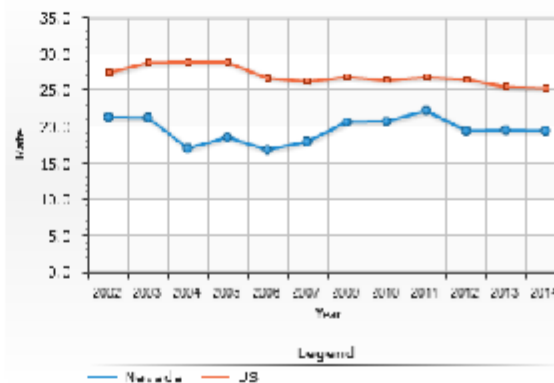
Donations



Main Activity



Volunteer Rate

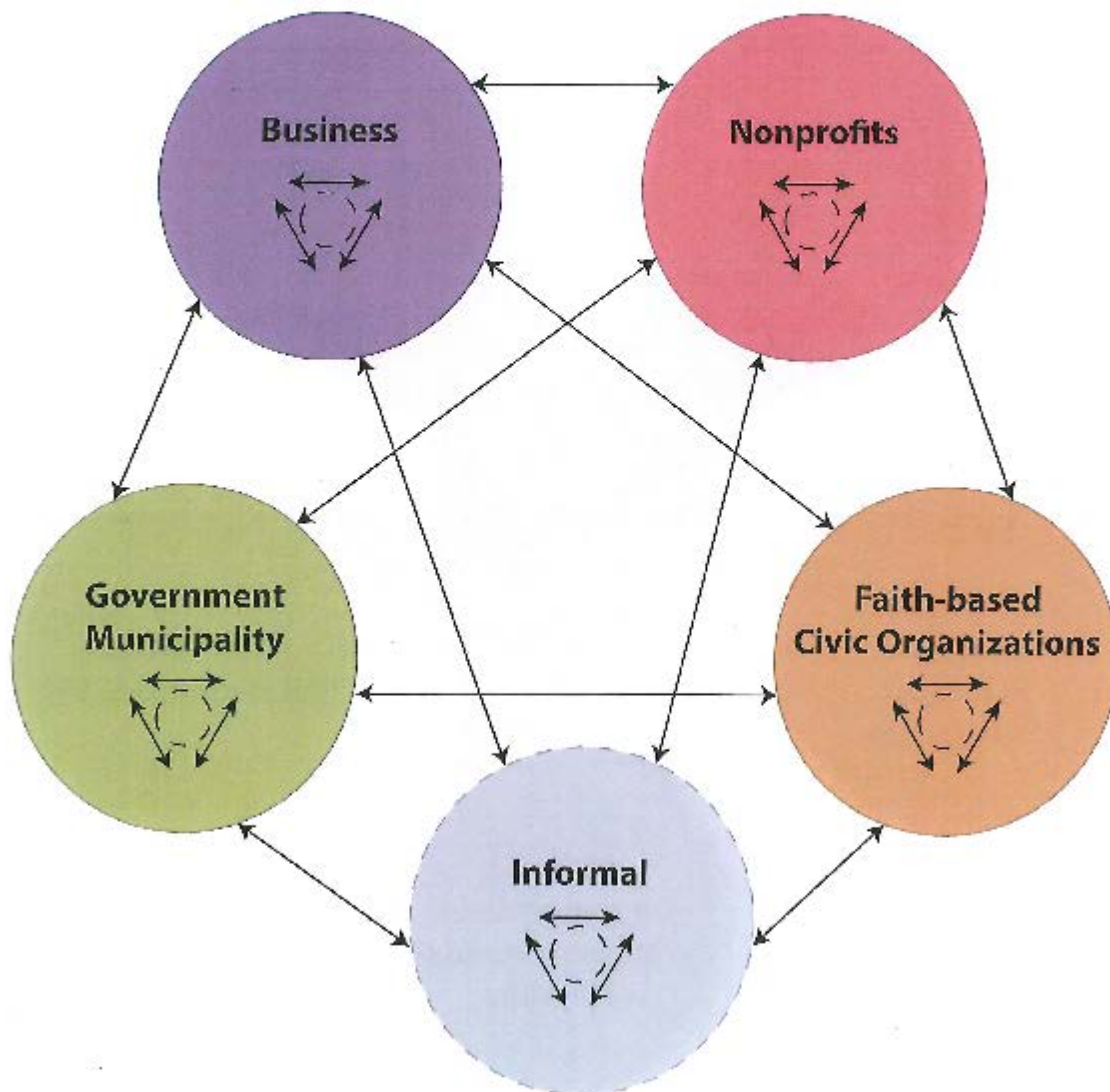


United We Serve
SERVE.GOV

Opportunities For Volunteerism and Engagement in Our Communities



Linking Volunteer Efforts Within Sectors and Outside Sectors



Potential Strategies – What would make the greatest impact or meet the challenges for greater engagement?

For each strategy area consider:

- Who needs to be involved?
- How could resources be directed to achieve this?
- Are there existing resources that could add this without creating something new?

A community-based information or connector hub

A community engagement brain trust - Establish a Community Engagement Brain Trust/Leadership Council/Partnership for on-going conversation and shared information, efficiency in resources, convening, etc.

Greater ‘visibility’ of volunteer opportunities—public outreach, publicity, media attention

- Improved design of volunteer programs to assure that volunteers have an experience that is impactful and meaningful; Use volunteer assessments designed to gauge volunteer’s needs, motivations, barriers, and levels of engagement
- Recognize publicly the value of and respective contributions made by volunteers and volunteer organizations to social economic, environmental, and cultural life.

Bringing together relevant partners to address an issue or need-- Community assesses its needs and identifies strategies to better address those needs through coordinated volunteer efforts;

- Create ways to partner more effectively around a given cause area to create more impact;
- Increase collaborations so schools and businesses can partner with causes in the community—it becomes a ‘given’ instead of an unknown;
- Enhance cooperation between voluntary organizations and the partnership of vol. orgs with government.
- Information sharing, joint work, policymaking, service delivery, etc.

Business employee volunteers provide needed services to build capacity and internal operations of nonprofits through pro bono or skill-based volunteering;

- Service linked to the private sector: Corporations and business groups, working to bolster their community involvement, do so by participating in programs to “adopt” a school or stretch of highway, complete a “day of service,” create ‘skills-banks’ for nonprofits in need, or encourage employees to join self-guided hands-on service opportunities

Increased access to training and professional development for leaders and staff in volunteer-engaging organizations to assure professionalism and quality;

- Promote the importance of good volunteer management practices

- Engage in Service Enterprise training and implementation

Increased access for youth and student service: Students competing to build their resumes and enhance their college applications are motivated to help their communities, frequently participating in unpaid internships, engaging in service-learning, or participating in service clubs and youth groups

Increased access and opportunities for those who have left the labor force: The most educated group of retirees in history—as well as the growing number of adults having children later in life, who may have left the workforce temporarily but seek to apply their knowledge in “giving back”—are increasingly available to devote their skills, time, and resources to volunteering.

Common metrics to measure volunteer contributions across the community with a systematic way of reporting out that impact; promote, develop and maintain agreed monitoring and evaluation systems

Incentives created to promote stronger volunteer engagement--Investment in volunteerism from foundations, government, business or private donors that recognizes the importance of investing in volunteerism infrastructure

- grants include funding for volunteer coordination and oversight;
- professional development opportunities offered for staff and/or volunteers to become more highly skilled;
- funding to create collaborations to impact cause/need areas
- support quality engagement by building the infrastructure needed to improve access and impact

Community Reports

Report to Community: Reno, NV

Marlene Rebori, Community and Organizational Development
Specialist, University of Nevada Cooperative Extension

Janet Wright, Strategic Initiatives Manager,
Nevada Volunteers

**University of Nevada Cooperative
Extension**

BASED ON COMMUNITY FORUM, 6 APRIL 2016
HELD AT: UNIVERSITY OF NEVADA COOPERATIVE EXTENSION, RENO, NV
FACILITATED BY: JANET WRIGHT AND MARLENE REBORI

Introduction

On 6 April 2016 Nevada Volunteers and Cooperative Extension hosted a Community Forum in Reno, NV to gather information and share ideas about volunteerism and service in the area. A total of six community forums were held across the State as a means of outreach to both rural and urban communities in Nevada. Information gathered from the forums will be incorporated into the Nevada Volunteers three-year State Plan of Service. The *Report to the Community* reflects only the information provided by the specific community.

Announcements of the Forums were provided through media release, email contacts, local community calendars, and other communication channels used by Nevada Volunteers. An effort was made to encourage participation from a wide variety of stakeholders including businesses, individual volunteers, faith-based groups, nonprofits, civic organizations, and municipal and governmental agencies. Forum sites were selected to have a wide representation of the state's geographic uniqueness

Forty-one people registered for the Reno Community Forum, with 26 people attending. Participants represented each of the five categories (Individual, government, non-profit, faith-based and civic groups, and business). The contents of this report include the information and thoughts about the community as seen from the perspective of these participants. This report is not intended to be a comprehensive picture of the entire area, but merely a snapshot as provided by those in attendance.

Background Information

Community volunteerism and engagement are important components to a healthy and resilient community. A term often used to describe a network of community engagement and social trust is *Social Capital*. Social Capital describes the various social networks with which people have access to resources including the type and depth of relationships and connections within a community. The number of volunteers within a community is a strong measure of community engagement and one aspect of social capital. Higher rates of volunteerism and engagement in a community are associated with improving government services, preventing crime, increasing graduation rates, fostering economic development and increased community responsibility for problem-solving (Levine 2013; Mathews 2014; Opportunity Nation 2014; Pancer 2015; Putnam 1995; and Schneider 2004).

Participants in the forum were provided information from the Census Bureau's Current Population Survey regarding volunteerism and engagement. According to the report [Volunteering and Civic Life in America](#), Nevada ranks 49th out of 50 states in terms of our volunteerism and engagement rates (Corporation for National and Community Service, 2014). In addition, Robert Putnam's assessment of Social Capital across all 50 states classified Nevada's social capital as "Very Low" (Putnam 2000, p.293).

Participants were asked to provide their reactions to this national data with prompting questions such as, *“Do you find yourself in this data?” “Do you feel this is reflective of your community?” “Does this surprise you?”* The data presented is included on the next page, followed by participants’ reactions depicted as a Word Cloud.

Volunteering and Civic Life in America

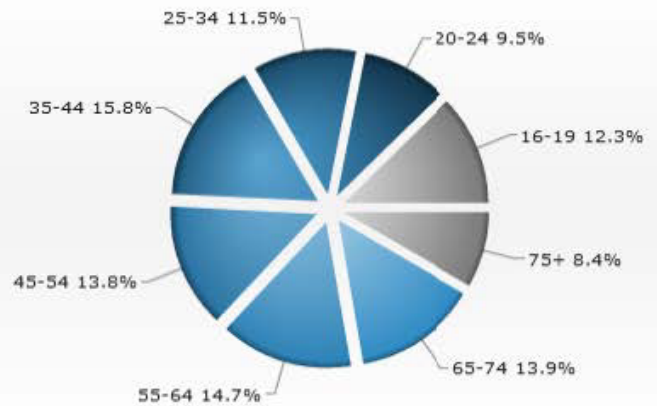
Nevada

Corporation for
NATIONAL & COMMUNITY SERVICE ★★ ★ ★

Overall, in Nevada in 2014:

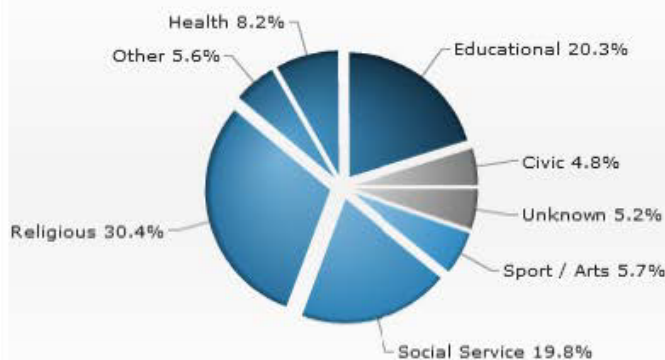
- 19.4% of residents volunteer, ranking them 49th among the 50 states and Washington, DC.
- 425,440 volunteers
- 25.9 volunteer hours per capita
- 56.9 million hours of service
- \$1.3 billion of service contributed
- 48.4% of residents donate \$25 or more to charity

Age Group Rates



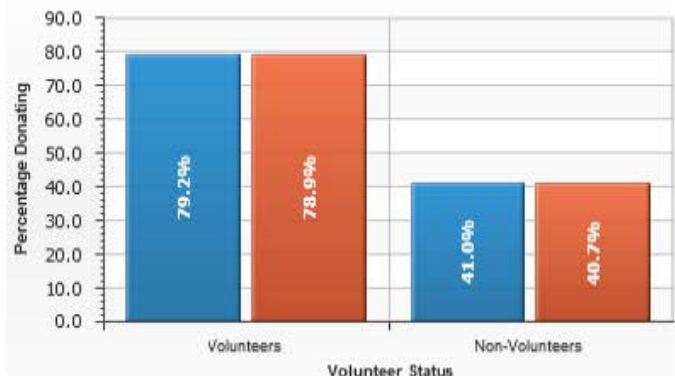
Numbers in the chart may not add up to 100% because of rounding

Main Organization



Numbers in the chart may not add up to 100% because of rounding

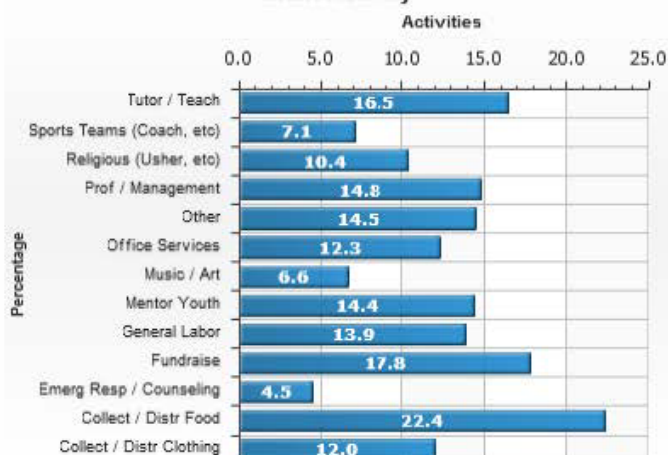
Donations



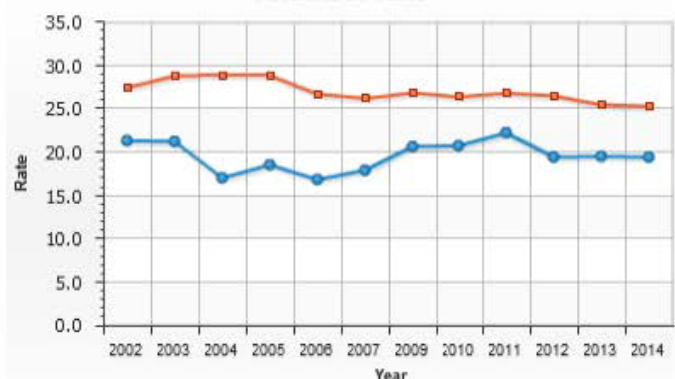
Legend

■ Nevada ■ US

Main Activity



Volunteer Rate



Legend

— Nevada — US

United We Serve
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Reno Participants' Reactions:



What opportunities exist in Reno?

Additionally, the group was given a visual graphic (Figure 1) of the ecosystem needed to have a flourishing volunteer infrastructure and asked to describe what existed in the community related to each of those areas. Participants identified 207 entities that offer volunteer and engagement opportunities within the Reno community (Figure 2).

Opportunities For Volunteerism and Engagement in Our Communities

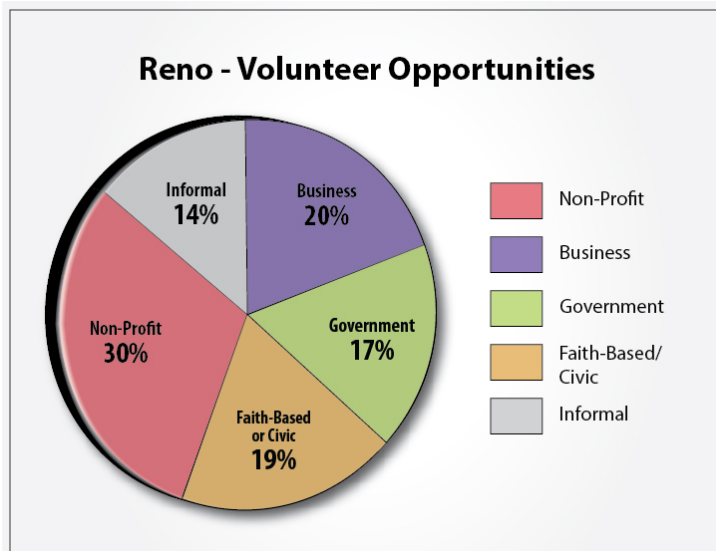
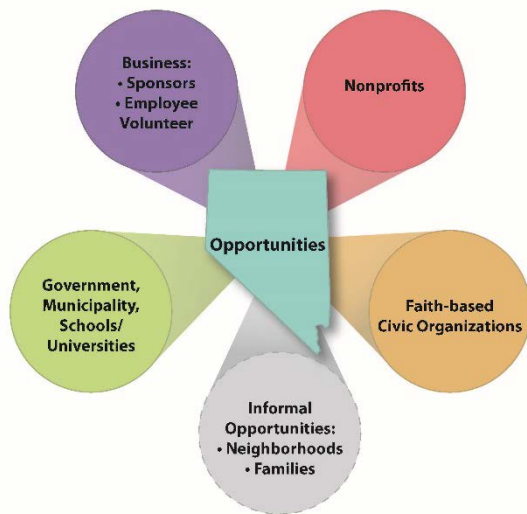


Figure 1. Volunteer Ecosystem Opportunities in Reno

Figure 2. Volunteer and Engagement

How are volunteer efforts leveraged across various sectors?

Building a community network is vital to enhancing and engaging more citizens in volunteering and service. This concept was depicted in a visual graphic (Figure 3) and participants were asked to describe the type of connections and networks that they individually use or were aware of in the community (Figure 4). Examples of such networks are listed below, the examples provided are not comprehensive but merely provide a few examples as shared by participants in the forum.

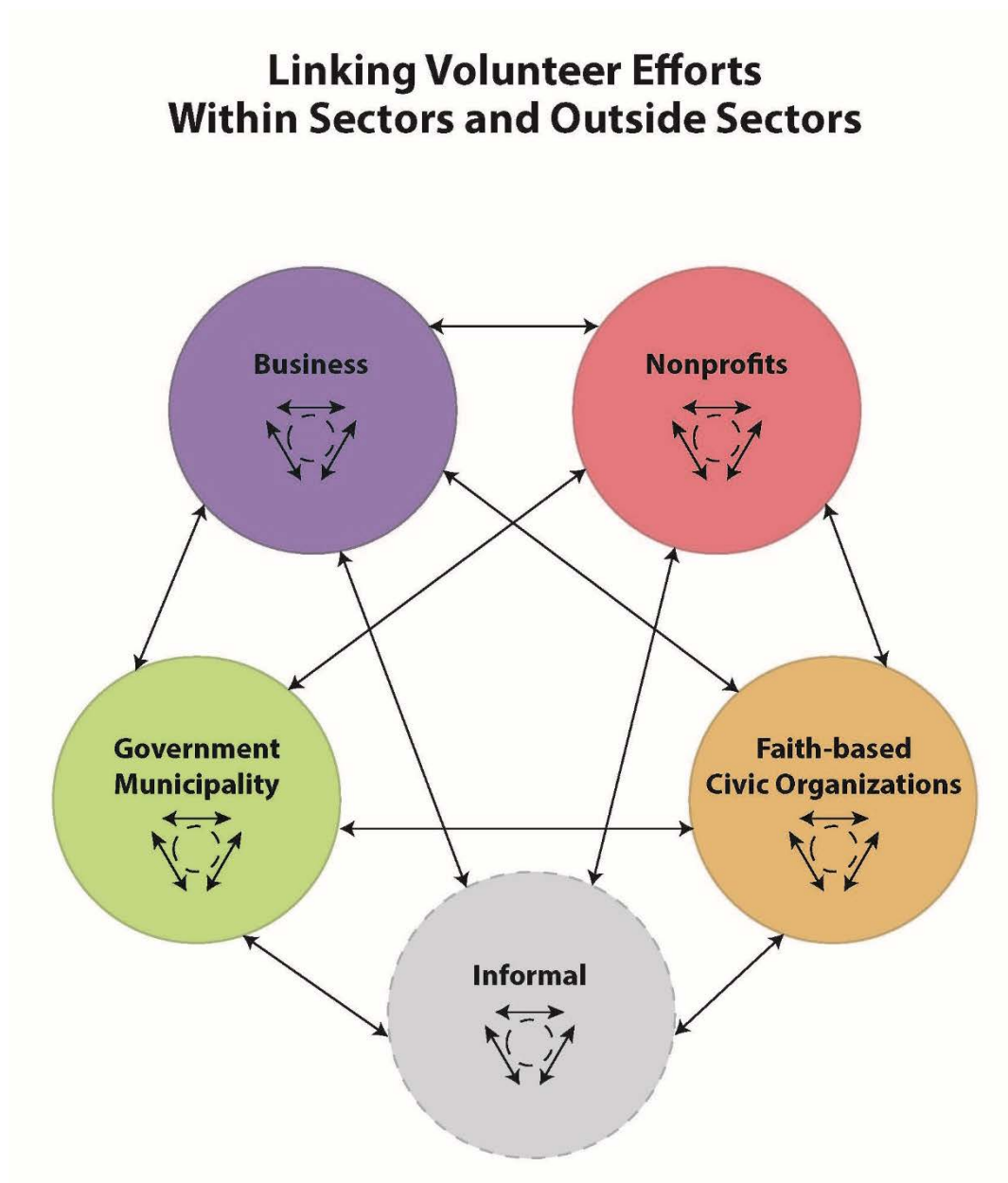


Figure 3. Building a stronger community network across sectors

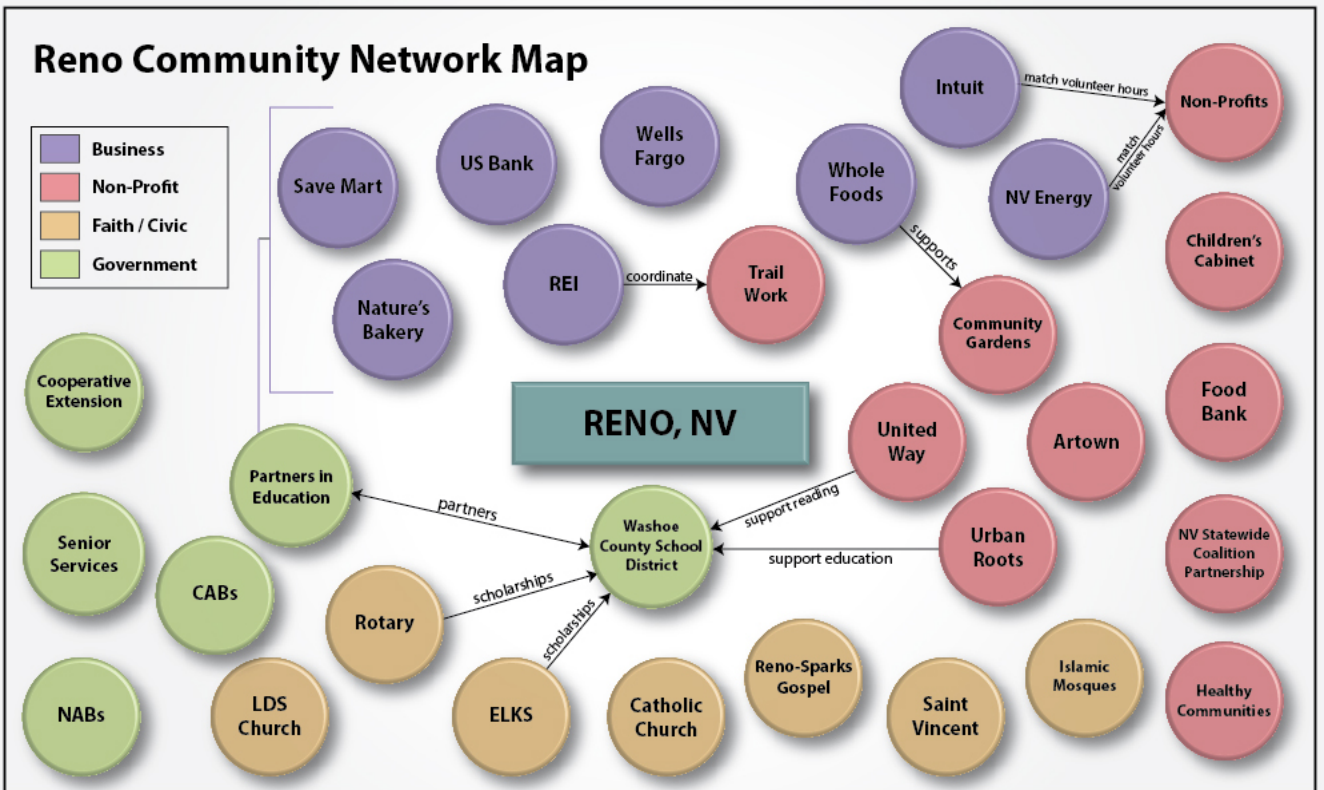


Figure 4. Community network map from examples shared in the forum.

Based on the discussion and examples provided, it seems Reno has a strong community network among the various entities with much cross-over occurring among non-profits, businesses, government and municipalities as well as faith-based and civic organizations. While numerous examples were provided in discussions, a graphic display showing all the connections could not be replicated without a sophisticated social network analysis program and, hence, not all of the examples provided are contained in Figure 4.

Reno appears to have a robust network of social capital, which will help retain community resiliency. It appears volunteerism is widely supported and opportunities for diverse and broad engagement exist through formal structures, which are often built as partnerships or part of integrated processes such as scholarship or donation programs. Although key community leaders are essential in a community – Reno does not seem to be heavily dependent on just a few individuals—as some smaller, rural communities in Nevada. Numerous coalitions exist which foster collaboration and awareness within sectors (interfaith, volunteer coordinators, drug education, disability awareness, etc.)

What strategies would strengthen volunteerism in the community?

Finally, participants were asked to identify a few strategies that they felt had the most potential for moving volunteering and service forward in their community. A list of best practices was provided as a

starting point for the discussion. Participants identified the following two strategies as the top two priorities strengthen volunteerism in the community. A list of strategies with specific comments are included in Table 1.

- (1) Increased access to training and development for leaders and staff of volunteer-engaged organizations (14 votes)
- (2) Greater 'visibility' of volunteer opportunities-public outreach, publicity, media attention (12 votes)

Table 1. Identified Strategies to strengthen volunteerism in the Reno

| Votes | Strategies |
|-------|--|
| 14 | Increased access to training and professional development for leaders and staff in volunteer-engaging organizations to assure professionalism and quality; <ul style="list-style-type: none"> Promote the importance of good volunteer management practices Engage in Service Enterprise training and implementation |
| 12 | Greater 'visibility' of volunteer opportunities —public outreach, publicity, media attention |
| 10 | A community-based information or connector hub setting up a virtual or real volunteer center as a point of contact for information or connecting people to volunteer opportunities |
| 8 | Volunteer retention and satisfaction Consider how to retain existing volunteers and increase their engagement |
| 6 | Common metrics to measure volunteer contributions across the community with a systematic way of reporting out that impact; promote, develop and maintain agreed monitoring and evaluation systems |
| 6 | Incentives created to promote stronger volunteer engagement --Investment in volunteerism from foundations, government, business or private donors that recognizes the importance of investing in volunteerism infrastructure <ul style="list-style-type: none"> grants include funding for volunteer coordination and oversight; professional development opportunities offered for staff and/or volunteers to become more highly skilled; funding to create collaborations to impact cause/need areas support quality engagement by building the infrastructure needed to improve access and impact |
| 6 | Bringing together relevant partners to address an issue or need-- Community assesses its needs and identifies strategies to better address those needs through coordinated volunteer efforts; |

| | |
|---|---|
| | <ul style="list-style-type: none"> • Create ways to partner more effectively around a given cause area to create more impact; • Increase collaborations so schools and businesses can partner with causes in the community—it becomes a ‘given’ instead of an unknown; • Enhance cooperation between voluntary organizations and the partnership of vol. orgs with government. • Information sharing, joint work, policymaking, service delivery, etc. |
| 5 | Increased access for youth and student service: Students competing to build their resumes and enhance their college applications are motivated to help their communities, frequently participating in unpaid internships, engaging in service-learning, or participating in service clubs and youth groups |
| 2 | Influence decision-makers regarding the value and importance of volunteerism both municipal leaders as well as corporate and nonprofit leaders |
| 1 | <p>A community engagement brain trust - Establish a Community Engagement Brain Trust/Leadership Council/Partnership for on-going conversation and shared information, efficiency in resources, convening, etc.</p> <ul style="list-style-type: none"> • Improved design of volunteer programs to assure that volunteers have an experience that is impactful and meaningful; Use volunteer assessments designed to gauge volunteer’s needs, motivations, barriers, and levels of engagement • Recognize publicly the value of and respective contributions made by volunteers and volunteer organizations to social economic, environmental, and cultural life. |
| 1 | <p>Business employee volunteers provide needed services to build capacity and internal operations of nonprofits through pro bono or skill-based volunteering;</p> <ul style="list-style-type: none"> • Service linked to the private sector: Corporations and business groups, working to bolster their community involvement, do so by participating in programs to “adopt” a school or stretch of highway, complete a “day of service,” create ‘skills-banks’ for nonprofits in need, or encourage employees to join self-guided hands-on service opportunities |
| 1 | <p>Increased access and opportunities for those who have left the labor force:</p> <ul style="list-style-type: none"> • The most educated group of retirees in history—as well as the growing number of adults having children later in life, who may have left the workforce temporarily but seek to apply their knowledge in “giving back”—are increasingly available to devote their skills, time, and resources to volunteering. |

Overall Takeaways:

The group did not have time to fully discuss the 10 strategy options or others that would be valuable to the community. The discussion focused on finding ways to 'share' volunteers within specific interest areas (such as mentoring or environmental) with increased visibility of options including a central point of contact. Training is also a critical factor, especially if it is provided locally to reduce cost.

An on-line forum could provide more opportunities to talk and move the agenda forward, share ideas, and build stronger collaborations and networks across various entities. There were some additional discussion and prevailing themes that could to guide our work in the future and for resource development or allocation.

Nevada Volunteers and Cooperative Extension are grateful for the time, interest, and energy given by these local residents to participate in the Forum. As follow-up to the Forum, this Report is being provided to each participant and the information is being used as a foundation for the development of the State Service Plan, which will guide the efforts and resources of Nevada Volunteers for the next three years.

Potential next steps include the convening of individuals and organizations to continue the conversation to implement strategies to support further engagement of citizens; identifying a 'liaison' in each community who would serve as a contact point for volunteer information and awareness, working in tandem with Nevada Volunteers, and promoting the utilization of national service resources as a mechanism for meeting community needs.

References:

Corporation for National and Community Service. "Volunteering and Civic Life in America 2015". Retrieved January 10, 2016, from: <https://www.volunteeringinamerica.gov/NV>

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Mathews, D. (2014). *The Ecology of Democracy. Finding ways to have a stronger hand in shaping our future*. Kettering Foundation Press. Dayton, Ohio.

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Report to Community: Fallon, NV

Marlene Rebori, Community and Organizational Development
Specialist

Pamela Powell, Extension Educator - Churchill County
University of Nevada Cooperative Extension

Janet Wright, Strategic Initiatives Manager
Nevada Volunteers

**University of Nevada Cooperative
Extension**

BASED ON COMMUNITY FORUM, 14 APRIL 2016
HELD AT: WESTERN NEVADA COLLEGE, FALLON, NV
FACILITATED BY: JANET WRIGHT AND MARLENE REBORI

Introduction

On 14 April 2016 Nevada Volunteers and Cooperative Extension hosted a Community Forum in Fallon, NV to gather information and share ideas about volunteerism and service in the area. A total of six community forums were held across the State as a means of outreach to both rural and urban communities in Nevada. Information gathered from the forums will be incorporated into the Nevada Volunteers three-year State Plan of Service. The *Report to the Community* reflects only the information provided by the specific community.

Announcements of the Forums were provided through media release, email contacts, local community calendars, and other communication channels used by Nevada Volunteers. An effort was made to encourage participation from a wide variety of stakeholders including businesses, individual volunteers, faith-based groups, nonprofits, civic organizations, and municipal or governmental agencies. Forum sites were selected to have a wide representation of the state's geographic uniqueness.

Ten people registered for the Fallon Community Forum, with ten people attending the forum. Participants represented each of the five categories (individual, government, non-profit, faith-based and civic groups, and business). The contents of this report include the information and thoughts about the community as seen from the perspective of these participants. This report is not intended to be a comprehensive picture of the entire area, but merely a snapshot as provided by those in attendance.

Background Information

Community volunteerism and engagement are important components to a healthy and resilient community. A term often used to describe a network of community engagement and social trust is *Social Capital*. Social Capital describes the various social networks with which people have access to resources including the type and depth of relationships and connections within a community. The number of volunteers within a community is a strong measure of community engagement and one aspect of social capital. Higher rates of volunteerism and engagement in a community are associated with improving government services, preventing crime, increasing graduation rates, fostering economic development and increased community responsibility for problem-solving (Levine 2013; Mathews 2014; Opportunity Nation 2014; Pancer 2015; Putnam 1995; and Schneider 2004).

Participants in the forum were provided information from the Census Bureau's Current Population Survey regarding volunteerism and engagement. According to the report [Volunteering and Civic Life in America](#), Nevada ranks 49th out of 50 states in terms of our volunteerism and engagement rates (Corporation for National and Community Service, 2014). In addition, Robert Putnam's assessment of Social Capital across all 50 states classified Nevada's social capital as "Very Low" (Putnam 2000, p.293).

Participants were asked to provide their reactions to this national data with prompting questions such as, *“Do you find yourself in this data?” “Do you feel this is reflective of your community?” “Does this surprise you?”* The data presented is included on the next page, followed by participants’ reactions depicted as a Word Cloud.

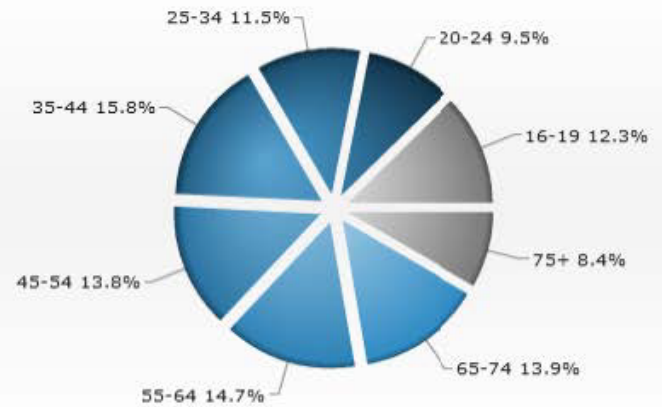
Volunteering and Civic Life in America

Nevada

Overall, in Nevada in 2014:

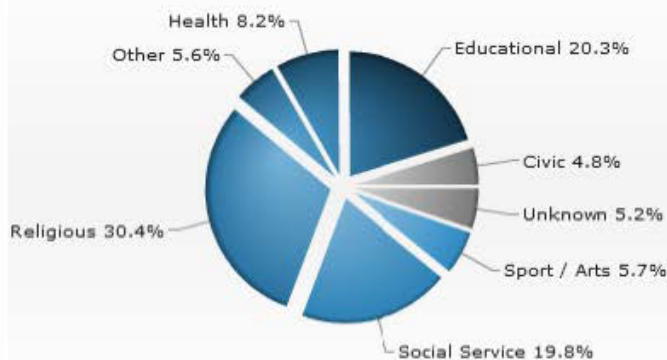
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- 425,440 volunteers
- 25.9 volunteer hours per capita
- 56.9 million hours of service
- \$1.3 billion of service contributed
- 48.4% of residents donate \$25 or more to charity

Age Group Rates



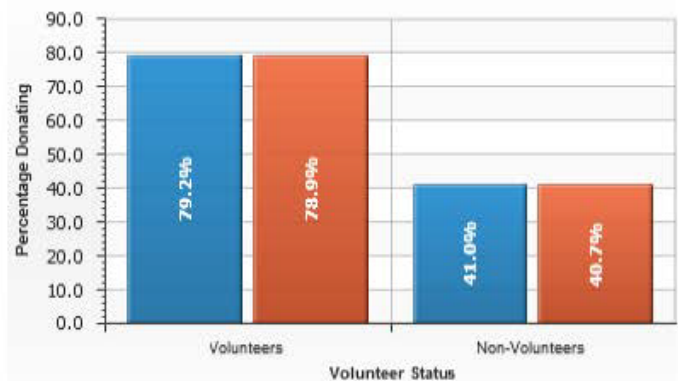
Numbers in the chart may not add up to 100% because of rounding

Main Organization



Numbers in the chart may not add up to 100% because of rounding

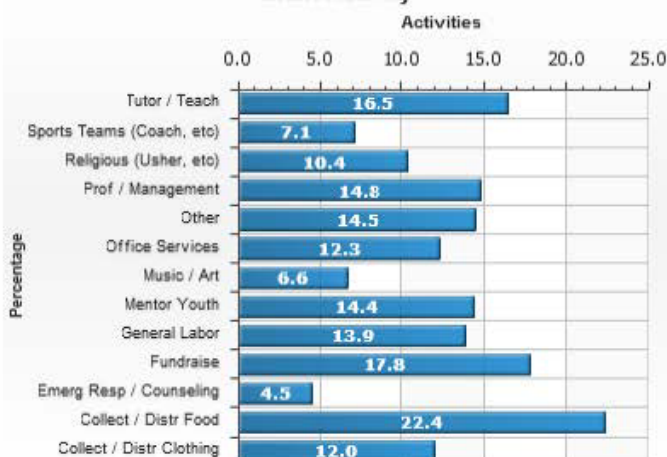
Donations



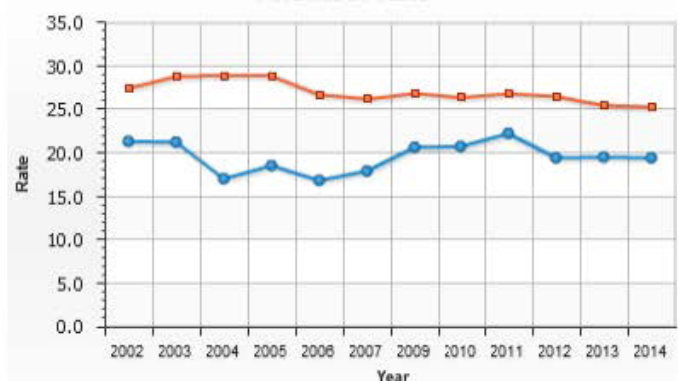
Legend

■ Nevada ■ US

Main Activity



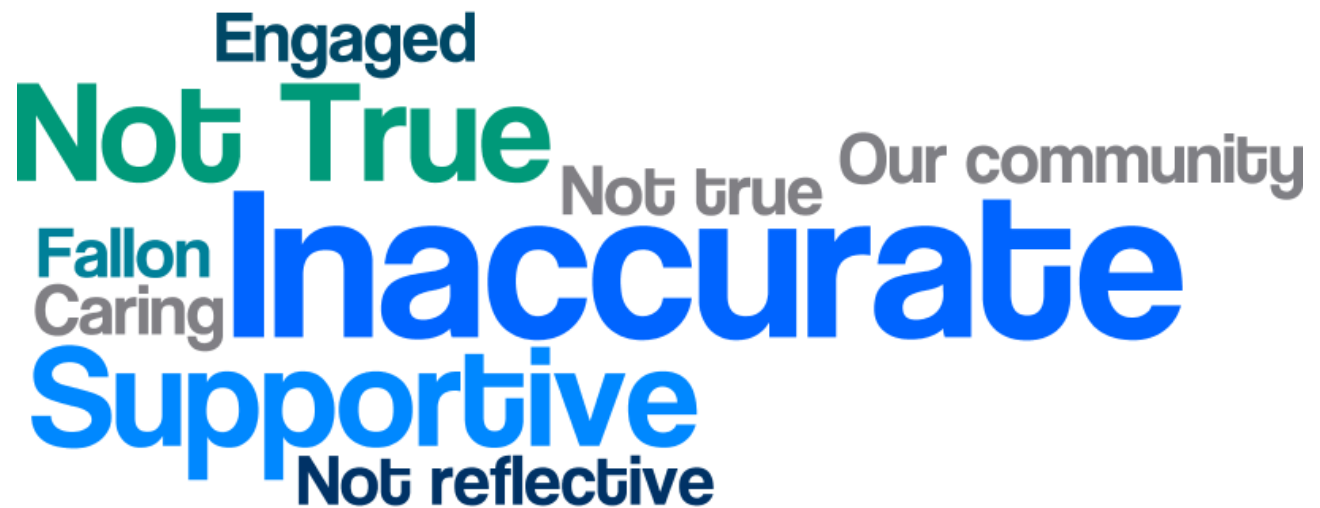
Volunteer Rate



Legend

— Nevada — US

Fallon Participants' Reactions:



What opportunities exist in Fallon?

Additionally, the group was given a visual graphic (Figure 1) of the ecosystem needed to have a flourishing volunteer infrastructure and asked to describe what existed in the community related to each of those areas. Participants identified 33 entities that offer volunteer and engagement opportunities within the Fallon community (Figure 2).

Opportunities For Volunteerism and Engagement in Our Communities

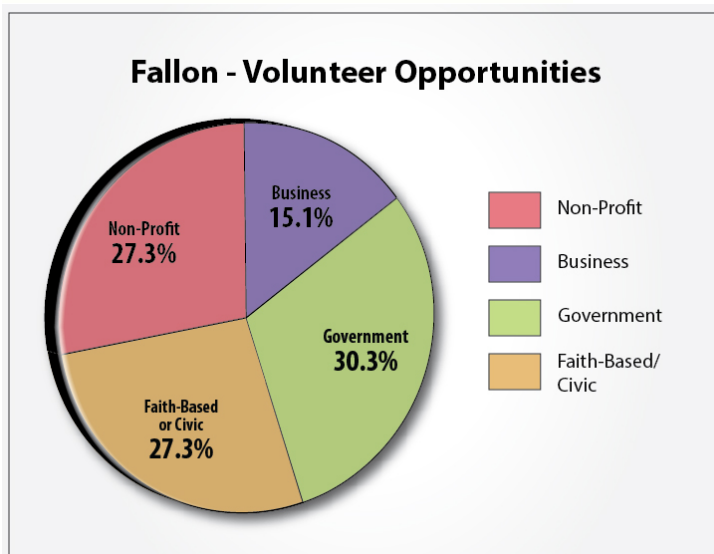
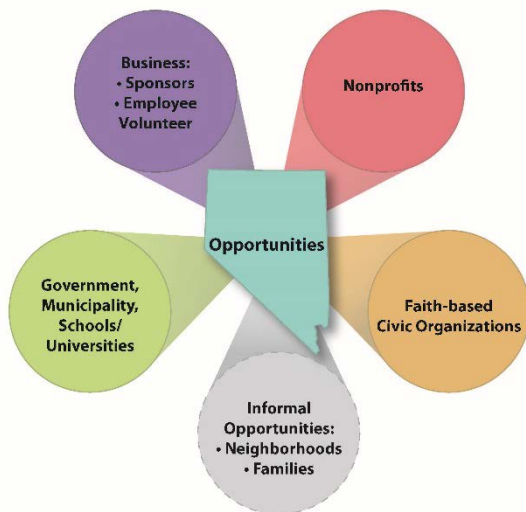


Figure 1. Volunteer Ecosystem Opportunities in Fallon

Figure 2. Volunteer and Engagement

How are volunteer efforts leveraged across various sectors?

Building a community network is vital to enhancing and engaging more citizens in volunteering and service. This concept was depicted in a visual graphic (Figure 3) and participants were asked to describe the type of connections and networks that they individually use or were aware of in the community (Figure 4). Examples of such networks are listed below, the examples provided are not comprehensive but merely provide one or two examples as shared by participants in the forum.

Linking Volunteer Efforts Within Sectors and Outside Sectors

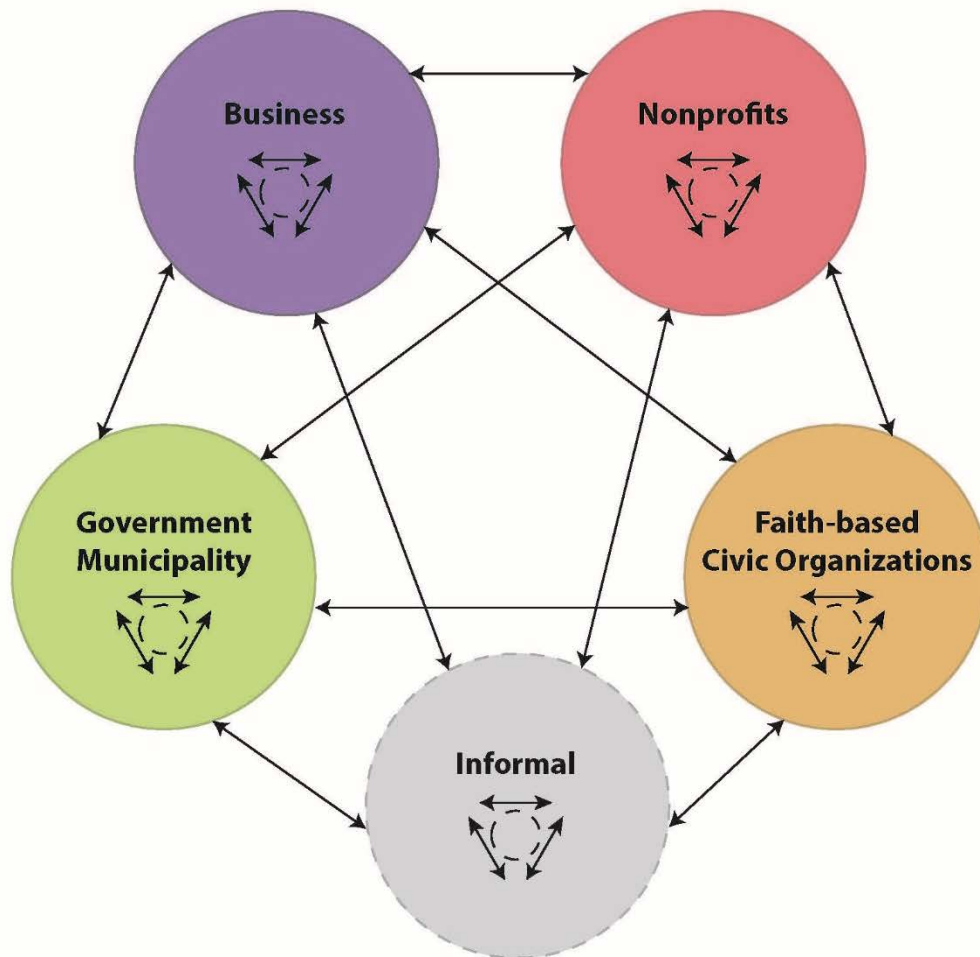


Figure 3. Building a stronger community network across sectors.

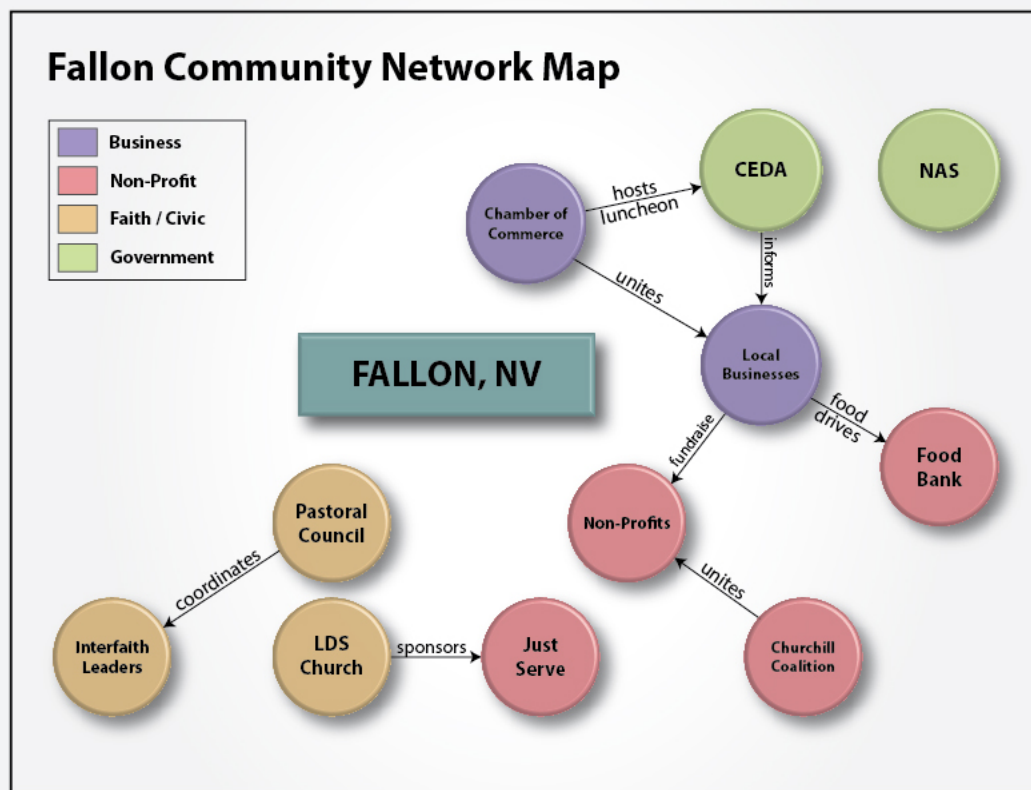


Figure 4. Community network map from examples shared in the forum.

Based on the discussion, it seems that the primary avenues for networking in Fallon occur essentially based on ‘who you know’ rather than formal structures. This makes the network map very relationship-centered and based on close bonding connections. Heavy reliance on one type of networking represents a risk to social capital if/when people move/change or lose interest in their volunteer activity or if a person changes jobs or leaves the community.

What strategies would strengthen volunteerism in the community?

Finally, participants were asked to identify a few strategies that they felt had the most potential for moving volunteering and service forward in Fallon. A list of best practices was provided as a starting point for the discussion and the group selected the following priority strategies. A list of strategies with specific comments is included in Table 1. Fallon participants selected two strategies as viable options for strengthening volunteerism.

- (1) Creating an information/resource hub for volunteering;
- (2) Increasing access and opportunities for those who have left the workforce.

Table 1. Identified strategies to strengthen volunteerism in Fallon.

| Priorities | Strategies |
|------------|---|
| 1 | <p>Creating an information/resource hub for volunteering. Some efforts are underway that might impact this outcome (Chamber project). It would be ideal to have two physical sites and an enhanced digital presence for posting and finding volunteer opportunities. Currently the newspaper, Fallon 411, Just Serv, social services with Lyon County, and schools are providing some functions. Resources needed would include site sponsors and volunteers to coordinate the site(s).</p> |
| 2 | <p>Increasing access and opportunities for those who have left the workforce.</p> <p>To accomplish this goal, all sectors should be involved including governmental agencies, nonprofits, businesses, civic groups, and faith-based groups. Currently Senior Centers are the core area for this group to find access to volunteer opportunities. Fernley events are shared via Facebook, the Chamber provides e-blasts, and there are other reader boards. Resources that could support this outcome would require bridging organizational separations and gaps, overcoming historical turf/personalities, and a desire to focus on the commonalities that would create a better outcome for all. Another resource are civic-minded, skilled NAS retirees or others who choose to return to or retire in the community.</p> |

Overall Takeaways:

Fallon is a unique rural community with embedded long-time structures (civic events, parades, annual fundraisers) that are the basis for civic engagement. The presence of the Naval Air Station (NAS) that comprises a significant percentage of the residents increases the transitory nature of a sizeable percentage of the population. At the same time the NAS was mentioned repeatedly as a robust source of volunteers when needed. The strategy calling for increasing efforts to ‘track’ volunteerism created a lively discussion but no answers about ‘how to’ or ‘to what end’ such data would be useful. Many of the known volunteer efforts are based on ‘who you know’ rather than formal structures which makes it very relationship-centered but also represents a risk if people move or change.

Nevada Volunteers and Cooperative Extension are grateful for the time, interest, and energy given by these local residents to participate in the Forum. As follow-up to the Forum, this Report is being provided to each participant and the information is being used as a foundation for the development of the State Service Plan, which will guide the efforts and resources of Nevada Volunteers for the next three years.

Potential next steps include the convening of individuals and organizations to continue the conversation to implement strategies to support further engagement of citizens; identifying a 'liaison' in each community who would serve as a contact point for volunteer information and awareness, working in tandem with Nevada Volunteers, and promoting the utilization of national service resources as a mechanism for meeting community needs.

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Report to Community: Las Vegas, NV

Marlene Rebori, Community and Organizational Development
Specialist
University of Nevada Cooperative Extension

Janet Wright, Strategic Initiatives Manager
Nevada Volunteers

**University of Nevada Cooperative
Extension**

BASED ON COMMUNITY FORUM, 4 MAY 2016
HELD AT: UNITED WAY OF SOUTHERN NEVADA, LAS VEGAS, NV
FACILITATED BY: JANET WRIGHT AND MARLENE REBORI

Introduction

On 4 May 2016 Nevada Volunteers and Cooperative Extension hosted a Community Forum in Las Vegas, NV to gather information and share ideas about volunteerism and service in the area. A total of six community forums were held across the State as a means of outreach to both rural and urban communities in Nevada. Information gathered from the forums will be incorporated into the Nevada Volunteers three-year State Plan of Service. The *Report to the Community* reflects only the information provided by the specific community.

Announcements of the Forums were provided through media release, email contacts, local community calendars, and other communication channels used by Nevada Volunteers. An effort was made to encourage participation from a wide variety of stakeholders including businesses, individual volunteers, faith-based groups, nonprofits, civic organizations, and municipal or governmental agencies. Forum sites were selected to have a wide representation of the state's geographic uniqueness.

Forty-people registered for the Las Vegas Community Forum, with 20 people attending the Forum. Participants represented each of the five categories (individuals, government, non-profit, faith-based and civic groups, and business). The contents of this report include the information and thoughts about the community as seen from the perspective of these participants. This report is not intended to be a comprehensive picture of the entire area, but merely a snapshot as provided by those in attendance.

Background Information

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Participants were asked to provide their reactions to this national data with prompting questions such as, "Do you find yourself in this data?" "Do you feel this is reflective of your community?" "Does this

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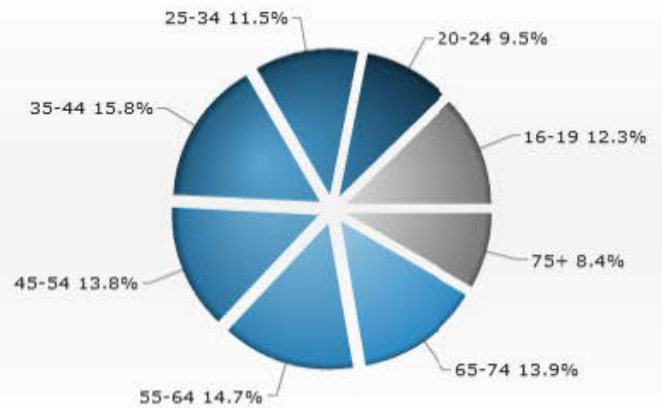
Volunteering and Civic Life in America

Nevada

Overall, in Nevada in 2014:

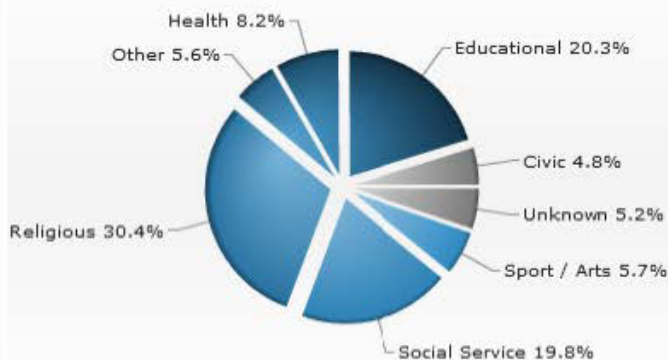
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Age Group Rates



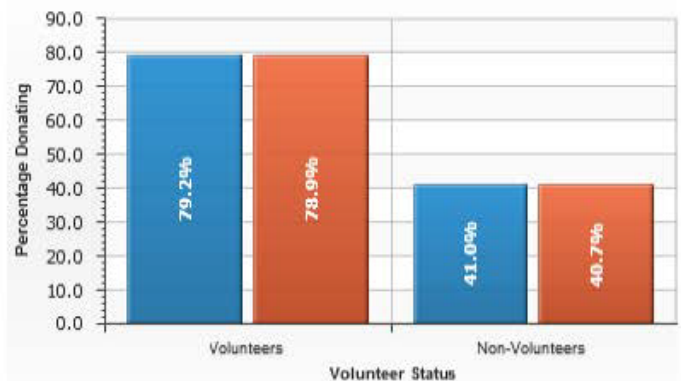
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Main Organization



Numbers in the chart may not add up to 100% because of rounding

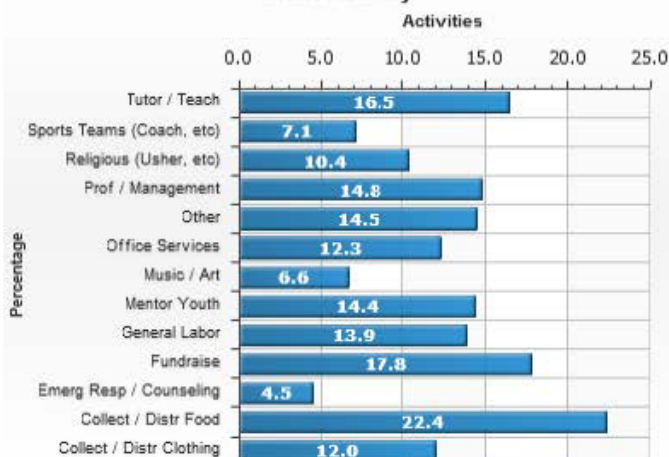
Donations



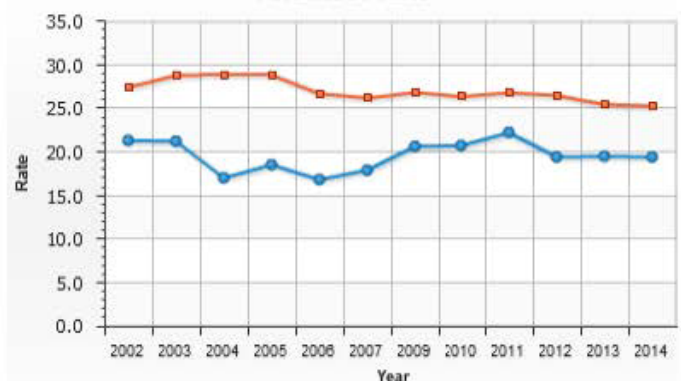
Legend

■ Nevada ■ US

Main Activity



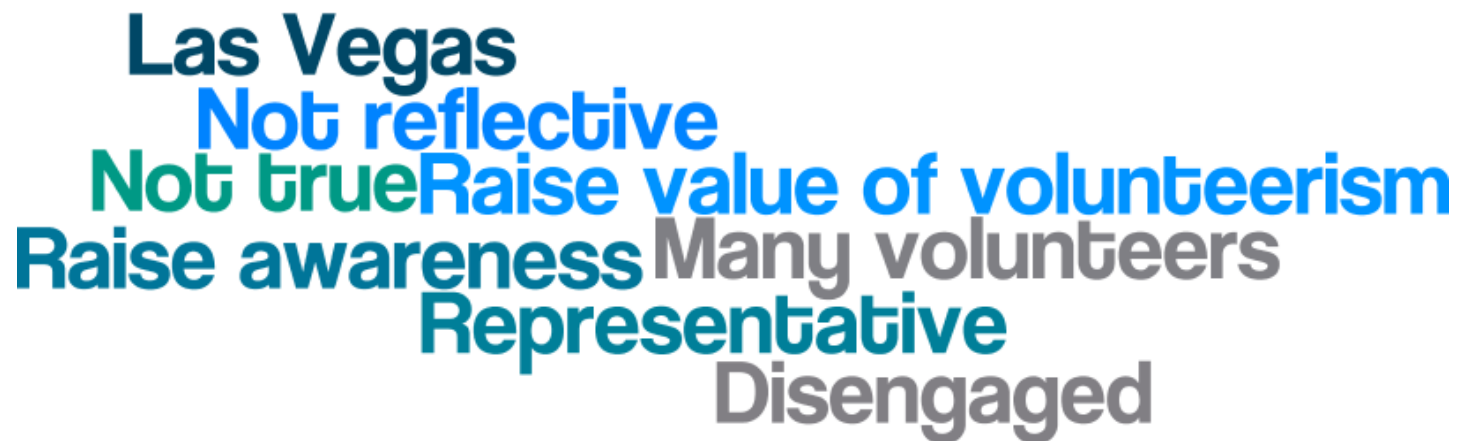
Volunteer Rate



Legend

— Nevada — US

Las Vegas Participants' Reactions:



A word cloud of participant reactions in Las Vegas. The words are arranged in a cluster, with varying sizes and colors. The colors include dark blue, light blue, green, and grey. The words are: 'Las Vegas' (dark blue), 'Not reflective' (light blue), 'Not true' (green), 'Raise value of volunteerism' (light blue), 'Raise awareness' (dark blue), 'Many volunteers' (grey), 'Representative' (teal), and 'Disengaged' (grey).

Las Vegas
Not reflective
Not true
Raise value of volunteerism
Raise awareness
Many volunteers
Representative
Disengaged

What opportunities exist in Las Vegas?

Additionally, the group was given a visual graphic (Figure 1) of the ecosystem needed to have a flourishing volunteer infrastructure and asked to describe what existed in the community related to each of those areas. Participants in the forum identified 54 entities that offer volunteer and engagement opportunities within the Las Vegas Community (Figure 2).

Opportunities For Volunteerism and Engagement in Our Communities

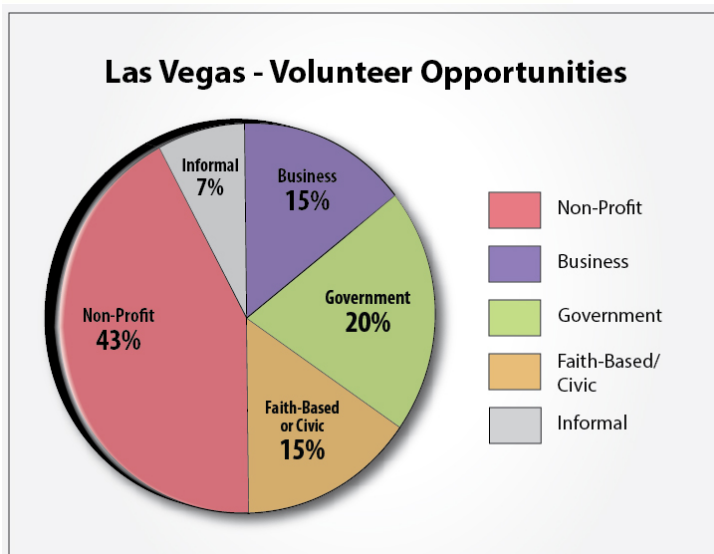
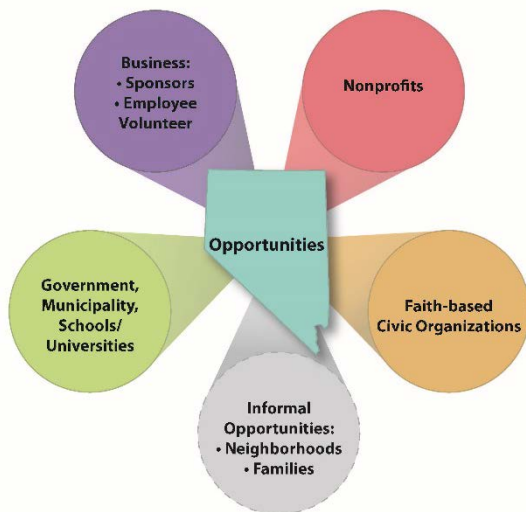


Figure 1. Volunteer Ecosystem Opportunities in Las Vegas

Figure 2. Volunteer and Engagement

How are volunteer efforts leveraged across various sectors?

Building a community network is vital to enhancing and engaging more citizens in volunteering and service. This concept was depicted in a visual graphic (Figure 3) and participants were asked to describe the type of connections and networks that they individually use or were aware of in the community (Figure 4). Examples of such networks are listed below, the examples provided are not comprehensive

but merely provide a few examples as shared by participants in the forum.

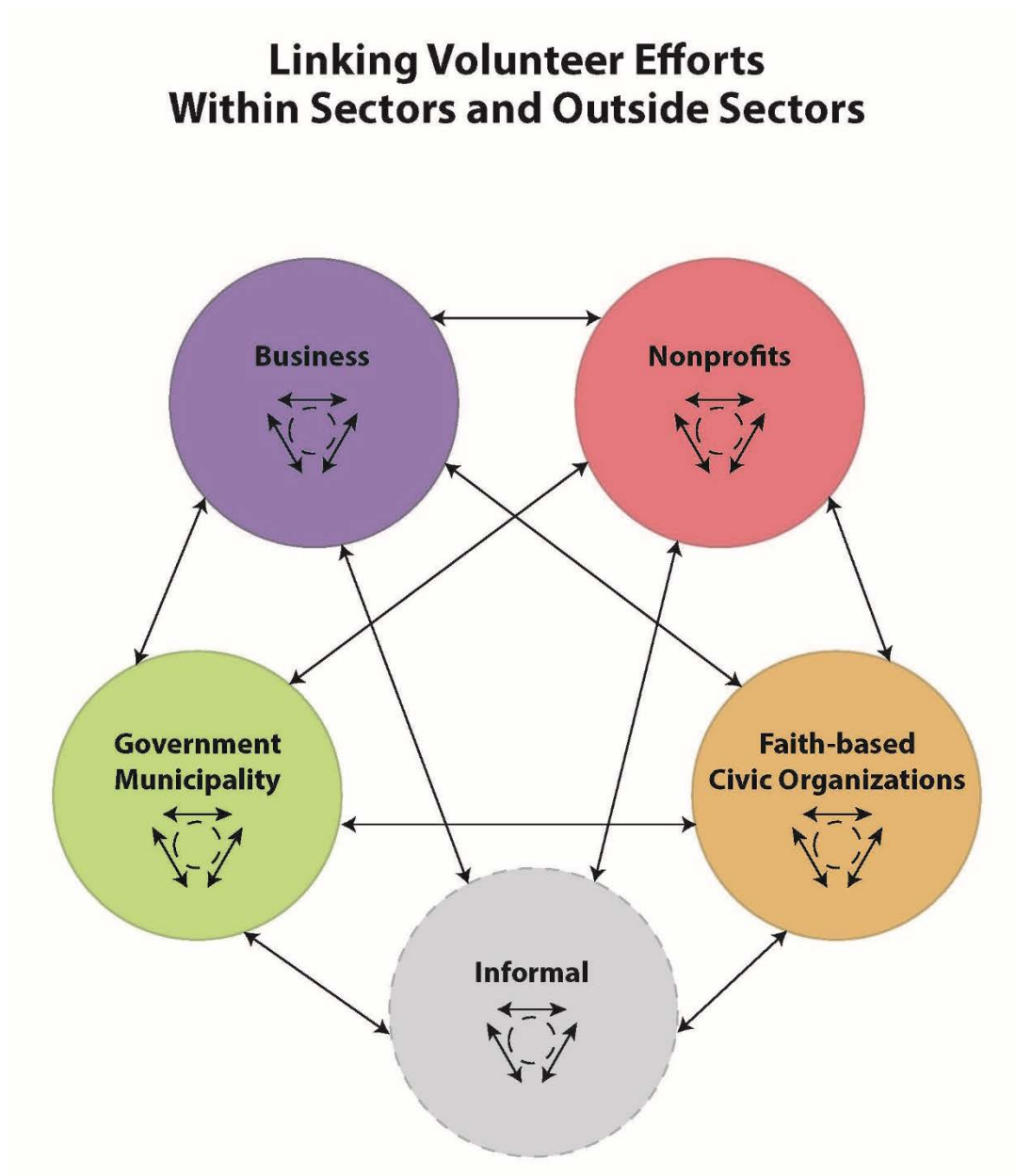


Figure 3. Building stronger community network across sectors

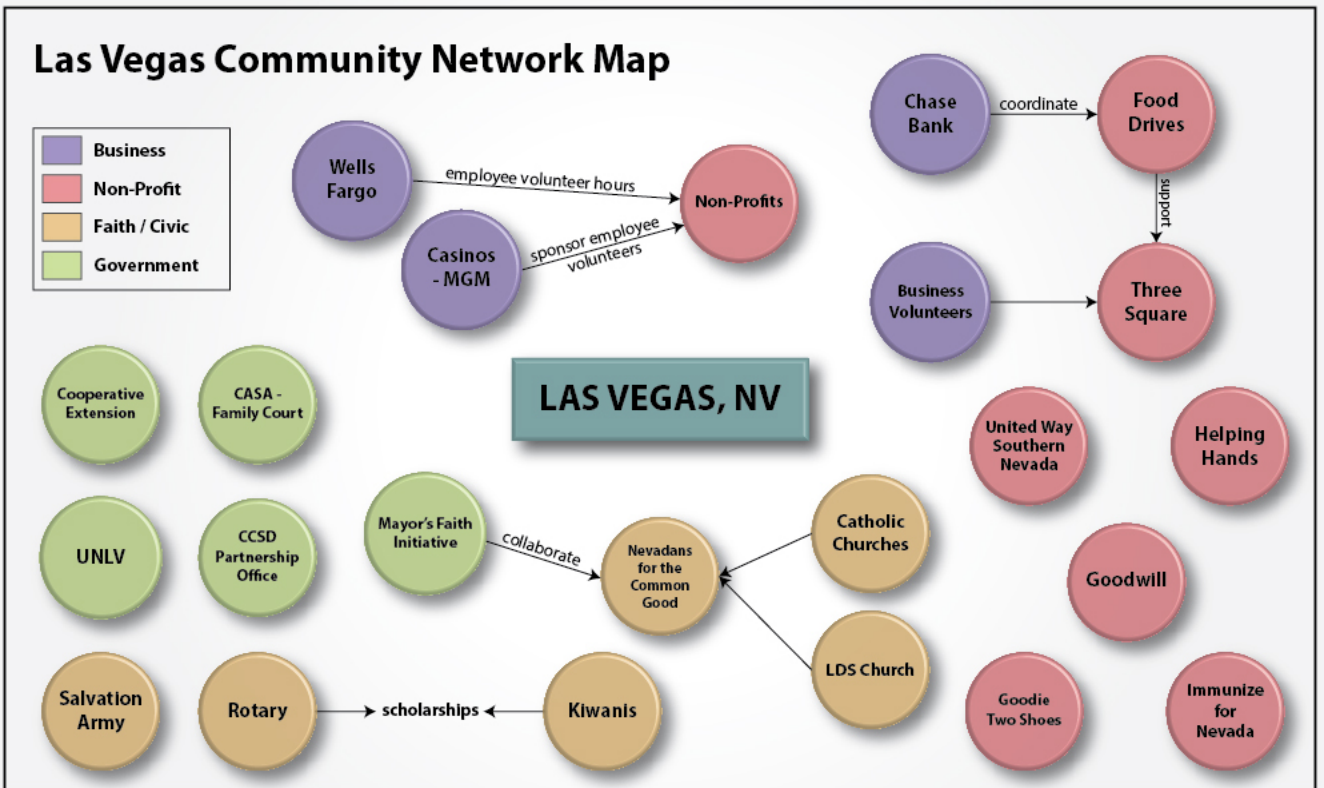


Figure 4. Community Network map from examples shared in the forum.

Based on the discussion, it seems Las Vegas has a strong community network among the various entities with some cross-over occurring among non-profits, business sector, government and municipalities as well as faith-based and civic organizations. Las Vegas appears to have a fairly robust network of social capital, which will help retain community resiliency, therefore the formal structures appear strong and not dependent upon one or two individuals within the community. Although key community leaders are essential in a community – Las Vegas does not seem to be heavily dependent on just a few individuals. Many participants commented how refreshing it was to attend a forum with individuals from other sectors, such as business, non-profits, governmental, etc.

What strategies would strengthen volunteerism in the community?

Finally, participants were asked to identify a few strategies that they felt had the most potential for moving volunteering and service forward in their community. A list of best practices was provided as a starting point for the discussion. Participants identified the following two strategies as the top two priorities to strengthen volunteerism in the community. A list of strategies with specific comments is included in Table 1.

- (1) A community-based information or connector hub—setting up a virtual or real volunteer center as point of contact for information or connecting people with volunteer opportunities. (13 votes)
- (2) The need to influence key decision makers on the value and impact of volunteerism. (10 votes)

Table 1. Identified strategies to strengthen volunteerism in Las Vegas

| Votes | Strategies |
|-------|---|
| 13 | <p>Community-based Volunteer Information or Connector</p> <p>What could this look like?</p> <p>Hub/Community Volunteer Fair</p> <p>Create a web-based platform that is integrated to bring various platforms together.</p> <p>Match volunteers to organization’s volunteer positions. Provide or support resources and training to volunteer coordinators</p> <p>Host quarterly Volunteer Fairs</p> <p>Possibly provide oversight for AmeriCorps and VISTA volunteer programs</p> <p>Identify targeted skills-based recruitment</p> <p>Who would need to be involved?</p> <p>Volunteer organizations in southern Nevada</p> <p>DOVIA</p> <p>Nevada Volunteers</p> <p>Major corporations with volunteer programs</p> <p>School district</p> <p>Different municipalities; UNLV, CSN, NSC</p> <p>Existing? Websites (just serve)</p> <p>Cox, UNLV, NSC--orgs currently holding volunteer fairs</p> <p>Scientific Games</p> <p>Current networks</p> <p>What resources are needed?</p> <p>Funding</p> <p>Location</p> <p>Clear leadership strategy</p> |

| | |
|----|---|
| 10 | <p>Influence Key Decision-Makers in the Community about value/importance/impact of volunteering</p> <p>What could it look like? A speaker/advocacy group could present to key decision makers (CEO's, community makers Encourage mandatory volunteer hours @ schools/universities Religious Organizations Each presentation should include not just nonprofit information but discussion on volunteering in general Community Boards Hheads of Veteran's Organizations Brian from 3-square transformed the nonprofit Any meeting is big enough to support</p> <p>What resources? - leadership boards</p> |
| 9 | <p>Integrate web-based platforms for volunteer opportunities</p> <p><i>[Although this is a part of Strategy 1, it was of high interest for attendees for its potential]:</i> One website to direct to different platforms. One posting on each website to redirect to other sites. A hub to post opportunities to feed to other websites</p> <p>Who? Decision-Makers of the Platforms</p> <p>Existing Resources? Possibly United Way/Nevada Volunteers, VolunteerMatch all inter-connected</p> <p>Other resources: Funding/ on computer program 'Social Solutions' utilize AmeriCorps or college students (resume attraction) Promotes volunteerism in youth, social media</p> |

Overall Takeaways:

While Las Vegas is a community of almost 2 million (in the metro area) the turnout for the forum was proportionally small, although the participants in attendance were very engaged and lively. Several networking meetings that bring organizations together were mentioned, such as one hosted by Red Cross, although people were generally unsure about who could attend or how to learn more about joining. Several community events such as the Mayor's Prayer Breakfast and the Governor's Points of Light Awards Luncheon were known and seen as positive events that increased awareness about volunteerism.

Media, social media, and web-based platforms were mentioned frequently as sources of information sharing and partnering. In addition, participation at community fairs, health fairs or various coalitions also brought people together. VolunteerMatch and JustServ were highlighted as valuable sources for recruiting volunteers. There is also reliance on knowing people, especially those who have been in the community for a long time and are able to refer or connect/mentor newcomers.

There is a sense of hyperactivity within the community with a multitude of communication channels available yet with limited awareness of or existence of infrastructure to share resources, information, form partnerships, or stabilize momentum in a constantly shifting and very transitory environment.

Nevada Volunteers and Cooperative Extension are grateful for the time, interest, and energy given by these local residents to participate in the Forum. As follow-up to the Forum, this Report is being provided to each participant and the information is being used as a foundation for the development of the State Service Plan, which will guide the efforts and resources of Nevada Volunteers for the next three years.

Potential next steps include the convening of individuals and organizations to continue the conversation to implement strategies to support further engagement of citizens; identifying a 'liaison' in each community who would serve as a contact point for volunteer information and awareness, working in tandem with Nevada Volunteers, and promoting the utilization of national service resources as a mechanism for meeting community needs.

References:

Corporation for National and Community Service. “Volunteering and Civic Life in America 2015”. Retrieved January 10, 2016, from: <https://www.volunteeringinamerica.gov/NV>

Huiting Wu (2011). “Social Impact of Volunteerism” Points of Light Institute. Retrieved February 2, 2016, from: http://www.pointsoflight.org/sites/default/files/site-content/files/social_impact_of_volunteerism_pdf.pdf

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Report to Community: Mesquite, NV

Marlene Rebori, Community and Organizational Development
Specialist
University of Nevada Cooperative Extension

Janet Wright, Strategic Initiatives Manager
Nevada Volunteers

**University of Nevada Cooperative
Extension**

BASED ON COMMUNITY FORUM, 5 MAY 2016
HELD AT: EUREKA CASINO, MESQUITE, NV
FACILITATED BY: JANET WRIGHT AND MARLENE REBORI

Introduction

On 5 May 2016 Nevada Volunteers and Cooperative Extension hosted a Community Forum in Mesquite, NV to gather information and share ideas about volunteerism and service in the area. A total of six community forums were held across the State as a means of outreach to both rural and urban communities in Nevada. Information gathered from the forums will be incorporated into the Nevada Volunteers three-year State Plan of Service. The *Report to the Community* reflects only the information provided by the specific community.

Announcements of the Forums were provided through media release, email contacts, local community calendars, and other communication channels used by Nevada Volunteers. An effort was made to encourage participation from a wide variety of stakeholders including businesses, individual volunteers, faith-based groups, nonprofits, civic organizations, and municipal or governmental agencies. Forum sites were selected to have a wide representation of the state's geographic uniqueness.

Twenty-nine people registered for the Mesquite Community Forum, with twenty-five people attending the Forum. Participants represented each of the five categories (individual, government, non-profit, faith-based and civic groups, and business). The contents of this report include the information and thoughts about the community as seen from the perspective of these participants. This report is not intended to be a comprehensive picture of the entire area, but merely a snapshot as provided by those in attendance.

Background Information

Community volunteerism and engagement are important components to a healthy and resilient community. A term often used to describe a network of community engagement and social trust is *Social Capital*. Social Capital describes the various social networks with which people have access to resources including the type and depth of relationships and connections within a community. The number of volunteers within a community is a strong measure of community engagement and one aspect of social capital. Higher rates of volunteerism and engagement in a community are associated with improving government services, preventing crime, increasing graduation rates, fostering economic development and increased community responsibility for problem-solving (Levine 2013; Mathews 2014; Opportunity Nation 2014; Pancer 2015; Putnam 1995; and Schneider 2004).

Participants in the forum were provided information from the Census Bureau's Current Population Survey regarding volunteerism and engagement. According to the report [Volunteering and Civic Life in America](#), Nevada ranks 49th out of 50 states in terms of our volunteerism and engagement rates (Corporation for National and Community Service, 2014). In addition, Robert Putnam's assessment of Social Capital across all 50 states classified Nevada's social capital as "Very Low" (Putnam 2000, p.293).

Participants were asked to provide their reactions to this national data with prompting questions such as, *“Do you find yourself in this data?” “Do you feel this is reflective of your community?” “Does this surprise you?”* The data presented is included on the next page, followed by participants’ reactions depicted as a Word Cloud.

Volunteering and Civic Life in America

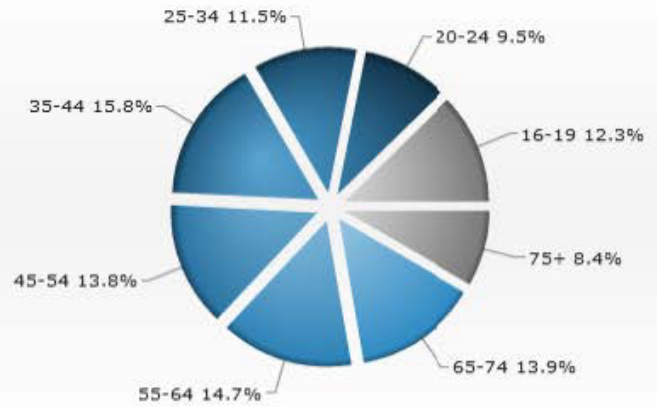
Nevada

Corporation for
NATIONAL & COMMUNITY SERVICE ★★ ★ ★

Overall, in Nevada in 2014:

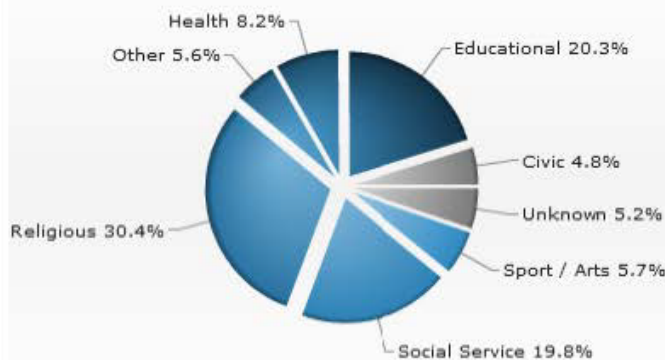
- 19.4% of residents volunteer, ranking them 49th among the 50 states and Washington, DC.
- 425,440 volunteers
- 25.9 volunteer hours per capita
- 56.9 million hours of service
- \$1.3 billion of service contributed
- 48.4% of residents donate \$25 or more to charity

Age Group Rates



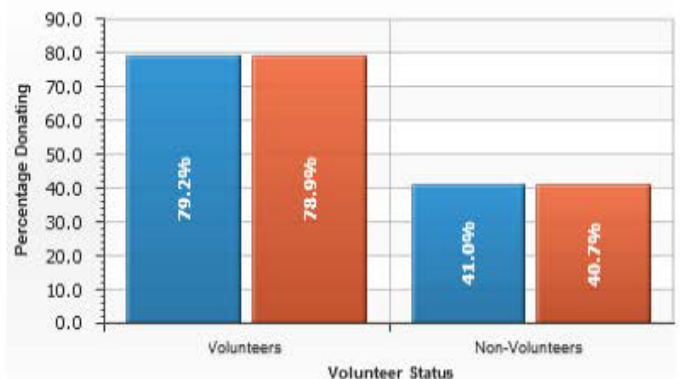
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Main Organization



Numbers in the chart may not add up to 100% because of rounding

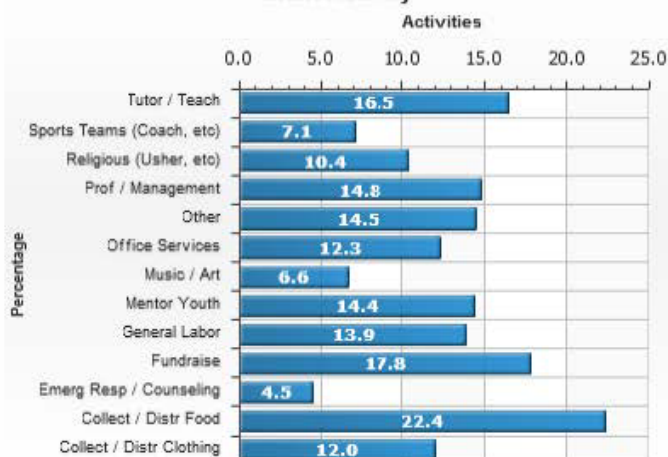
Donations



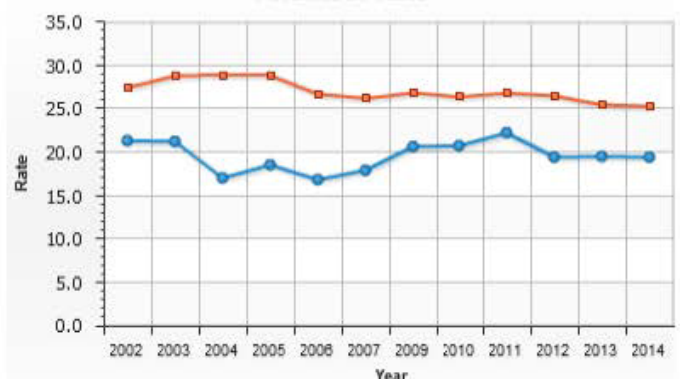
Legend

■ Nevada ■ US

Main Activity



Volunteer Rate



Legend

— Nevada — US

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Mesquite Participants' Reactions:



What opportunities exist in Mesquite?

Additionally, the group was given a visual graphic (Figure 1) of the ecosystem needed to have a flourishing volunteer infrastructure and asked to describe what existed in the community related to each of those areas. Participants identified 35 entities that offer volunteer and engagement opportunities within the Mesquite community (Figure 2).

Opportunities For Volunteerism and Engagement in Our Communities

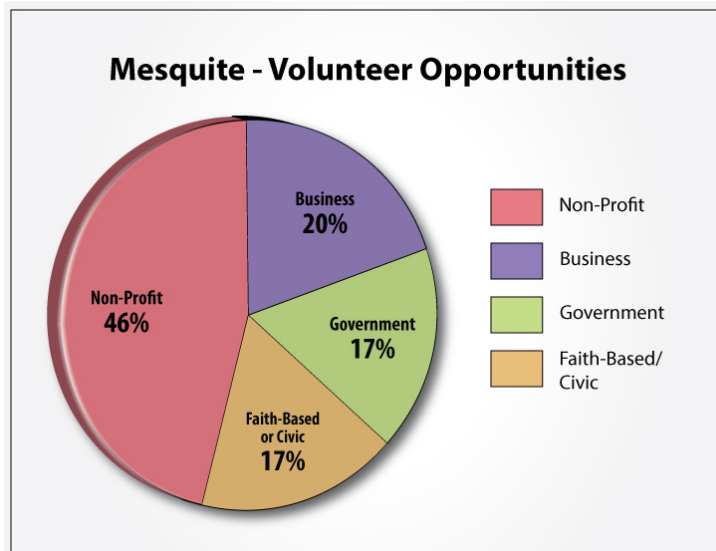
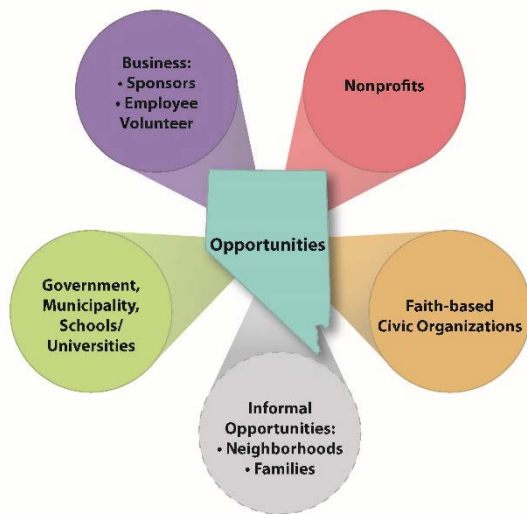


Figure 1. Volunteer Ecosystem Opportunities in Mesquite

Figure 2. Volunteer and Engagement

How are volunteer efforts leveraged across various sectors?

Building a community network is vital to enhancing and engaging more citizens in volunteering and service. This concept was depicted in a visual graphic (Figure 3) and participants were asked to describe the type of connections and networks that they individually use or were aware of in the community (Figure 4). Examples of such networks are listed below; the examples provided are not comprehensive but merely provide a few examples as shared by participants in the forum.

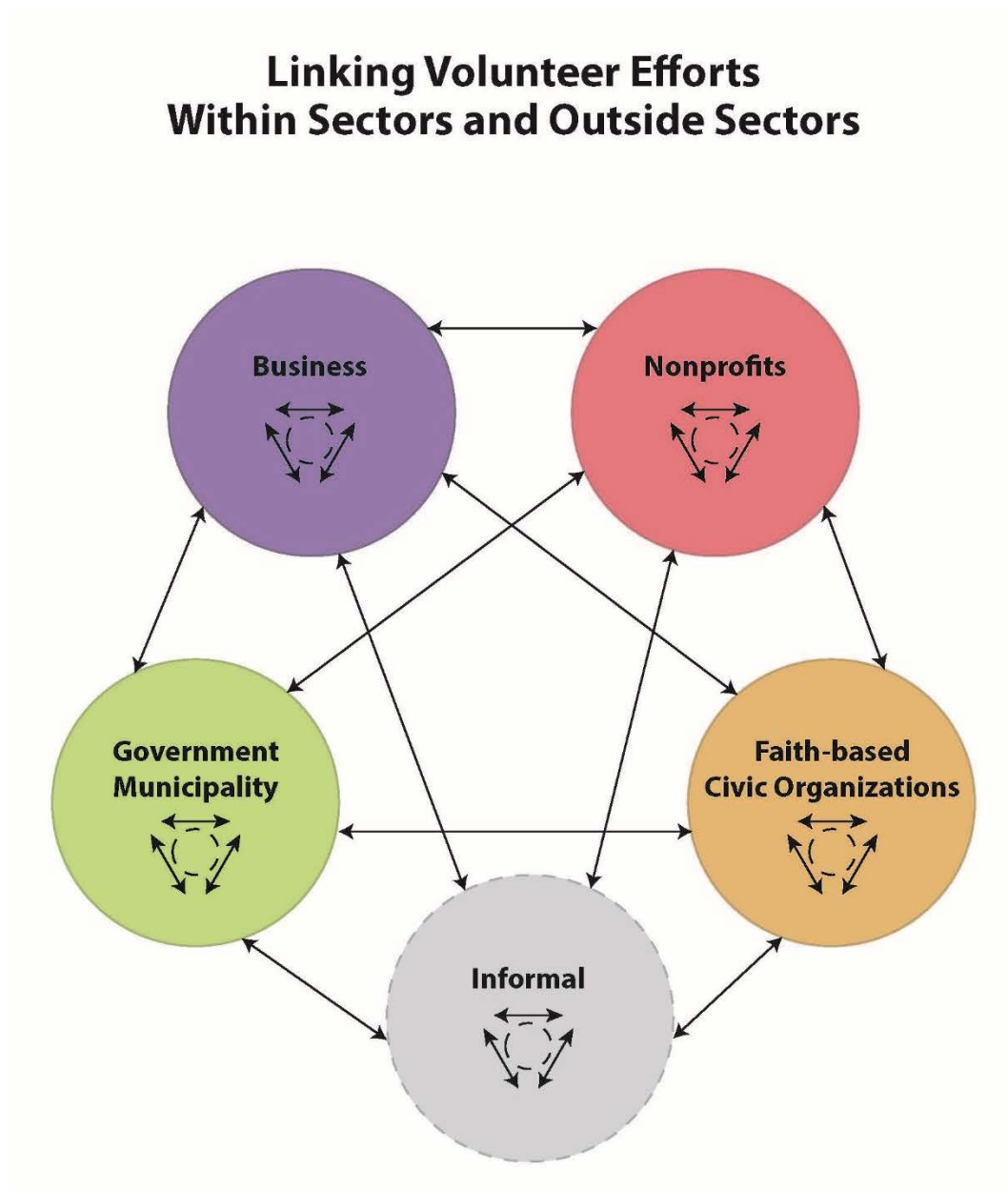


Figure 3. Building a stronger community network across sectors.

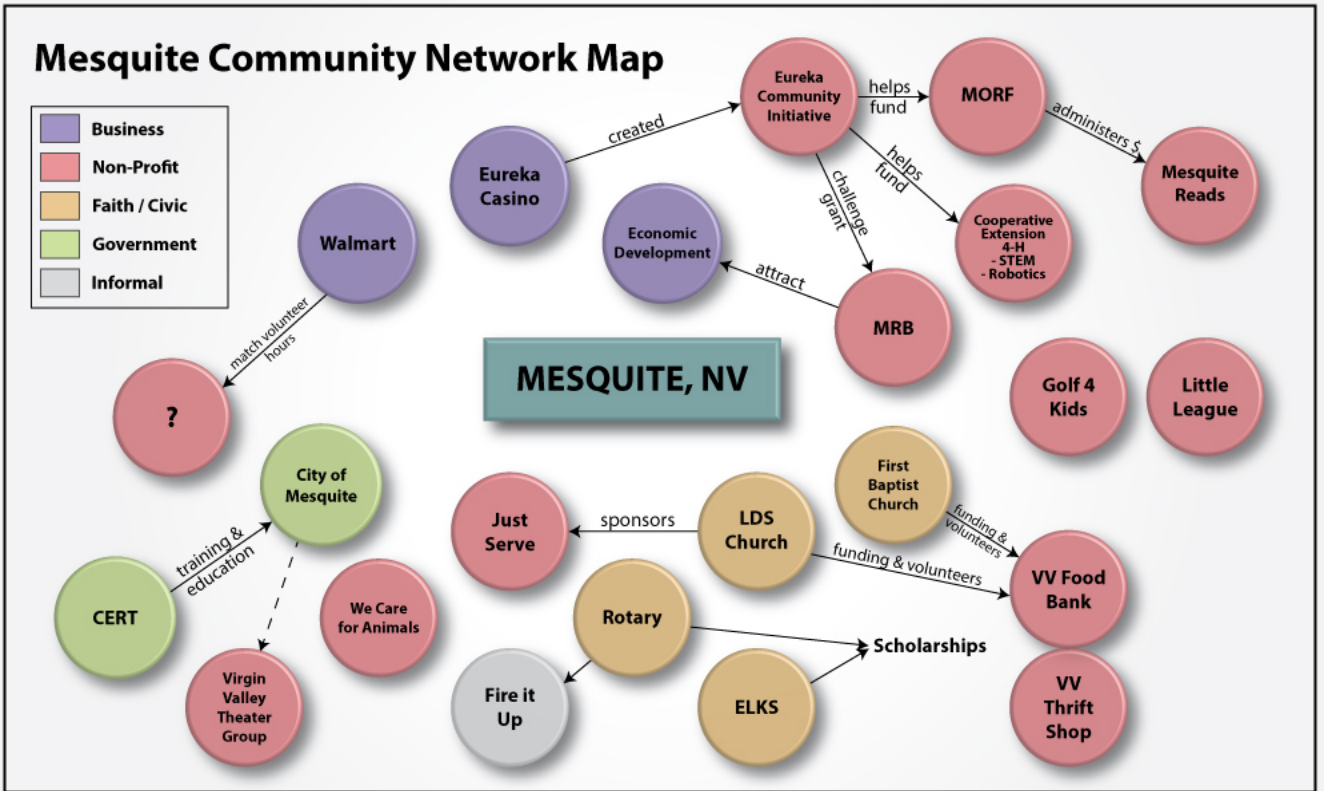


Figure 4. Community network map from examples shared in the forum.

Based on the discussion and examples provided, it seems Mesquite has a strong community network among the various entities with some cross-over occurring among non-profits, businesses, government and municipalities as well as faith-based and civic organizations. While numerous examples were provided in discussions, a graphic display showing all the connections could not be replicated without a sophisticated social network analysis program and hence not all of the examples provided are contained in Figure 4.

Volunteerism seems to be widely valued and supported in Mesquite. . There are close-knit relationships among organizations and individuals who are engaged which promote strong “bonding” social capital (tight connections within similar sectors and among known individuals)-- and is important for community engagement. Although bonding social capital is important in a community, it can exclude individuals and organizations and hence limit the opportunity for “bridging” social capital (Putnam 2000). Bridging social capital, linkages across different groups, is important because it can help to create a dense network of volunteers and expand levels of community trust and reciprocity among different community sectors (Putnam 2000). There do not appear to be formal intra- or inter-sector networks in Mesquite to promote communication, collaboration, and awareness.

What strategies would strengthen volunteerism in the community?

Finally, participants were asked to identify a few strategies that they felt had the most potential for moving volunteering and service forward in their community. A list of best practices was provided as a starting point for the discussion. Participants identified the following two strategies as the top two priorities strengthen volunteerism in the community.

(1) Community-based volunteer information or Connector Hub (17 votes)

(2) Database or Clearinghouse of non-profits and volunteer opportunities (6 votes)

Participants worked in two small working groups to begin outlining action steps for the top two priorities. There were some additional discussion and prevailing themes that could to guide our work in the future and for resource development or allocation. A list of strategies with specific comments are included in Table 1.

Table 1. Identified strategies to strengthen volunteerism in Mesquite.

| Votes | Strategies |
|-------|---|
| 17 | Community-based volunteer information or connector hub An information or connector hub for volunteerism could provide more opportunities to expand and build a stronger network of volunteerism in Mesquite, to share ideas and build stronger collaborations and networks across various entities. |
| 6 | Create database/clearinghouse of non-profits and vol. opportunities The discussion focused on finding ways to 'share' volunteers within specific interest areas (such as mentoring or environmental) with increased visibility of options including have some central point of contact. |
| 5 | Training for staff/volunteers to run quality volunteer programs; training is also a critical factor, especially if it is provided locally to reduce cost. - Unique to program MRVB? - Org Leaders / Volunteers / Vol. Super - Partnering w/similar for broad resource issues (i.e. youth, heat issues, safety – first aid/CPR/etc.) |
| 5 | Incentives that promote stronger volunteer engagement |
| 4 | Increase the visibility of volunteer opportunities/impact |
| 4 | Increase access/opportunities for youth and student service |
| 3 | Influence key decision-makers in the community about value/importance/impact of volunteering |
| 3 | Business employee volunteers provide needed capacity and internal operations support |

| | |
|----------|--|
| 2 | Increase Access/Opportunities for those who have left the workforce |
| 1 | Strategic focused effort to address community need(s) |
| 1 | Collect common metrics to measure volunteer impact and contributions |
| 1 | A community engagement leadership team for on-going conversation/focus |

Overall Takeaways:

Mesquite has numerous strong community leaders from various sectors (the arts, environment, financial stability) that actively engage others in civic and service efforts. This leadership is a community strength and provides an opportunity to invest in strategies as discussed in the forum to impact access to volunteerism.

Mesquite has a significant proportion of retirees and seniors who are active and engaged in the community. Many of these same volunteers leave the area for a portion of the year, which impacts volunteer service and the programs that rely on services for support.

Nevada Volunteers and Cooperative Extension are grateful for the time, interest, and energy given by these local residents to participate in the Forum. As follow-up to the Forum, this Report is being provided to each participant and the information is being used as a foundation for the development of the State Service Plan, which will guide the efforts and resources of Nevada Volunteers for the next three years.

Potential next steps include the convening of individuals and organizations to continue the conversation to implement strategies to support further engagement of citizens; identifying a 'liaison' in each community who would serve as a contact point for volunteer information and awareness, working in tandem with Nevada Volunteers, and promoting the utilization of national service resources as a mechanism for meeting community needs.

References:

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Report to Community: Elko, NV

Marlene Rebori, Community and Organizational Development
Specialist

Jill Baker-Tingey, Extension Educator - Elko County
University of Nevada Cooperative Extension

Janet Wright, Strategic Initiatives Manager
Nevada Volunteers

**University of Nevada Cooperative
Extension**

BASED ON COMMUNITY FORUM, 11 MAY 2016
HELD AT: WESTERN FOLK LIFE CENTER, ELKO, NV
FACILITATED BY: AMBER MARTIN-JAHN AND JILL BAKER-TINGEY

Introduction

On 11 May 2016 Nevada Volunteers and Cooperative Extension hosted a Community Forum in Elko, NV to gather information and share ideas about volunteerism and service in the area. A total of six community forums were held across the State as a means of outreach to both rural and urban communities in Nevada. Information gathered from the forums will be incorporated into the Nevada Volunteers three-year State Plan of Service. The *Report to the Community* reflects only the information provided by the specific community.

Announcements of the Forums were provided through media release, email contacts, local community calendars, and other communication channels used by Nevada Volunteers. An effort was made to encourage participation from a wide variety of stakeholders including businesses, individual volunteers, faith-based groups, nonprofits, civic organizations, and municipal or governmental agencies. Forum sites were selected to have a wide representation of the state's geographic uniqueness.

Twenty-eight people registered for the Elko Community Forum, with twenty-one people attending the forum. Participants represented each of the five categories (individual, government, non-profit, faith-based and civic groups, and business). The contents of this report include the information and thoughts about the community as seen from the perspective of these participants. This report is not intended to be a comprehensive picture of the entire area, but merely a snapshot as provided by those in attendance.

Background Information

Community volunteerism and engagement are important components to a healthy and resilient community. A term often used to describe a network of community engagement and social trust is *Social Capital*. Social Capital describes the various social networks with which people have access to resources including the type and depth of relationships and connections within a community. The number of volunteers within a community is a strong measure of community engagement and one aspect of social capital. Higher rates of volunteerism and engagement in a community are associated with improving government services, preventing crime, increasing graduation rates, fostering economic development and increased community responsibility for problems solving (Levine 2013; Mathews 2014; Opportunity Nation 2014; Pancer 2015; Putnam 1995; and Schneider 2004).

Participants in the forum were provided information from the Census Bureau's Current Population Survey regarding volunteerism and engagement. According to the report Volunteering and Civic Life in America, Nevada ranks 49th out of 50 states in terms of our volunteerism and engagement rates (Corporation for National and Community Service, 2014). In addition, Robert Putnam's assessment of Social Capital across all 50 states classified Nevada's social capital as "Very Low" (Putnam 2000, p.293).

Participants were asked to provide their reactions to this national data with prompting questions such as, *“Do you find yourself in this data?” “Do you feel this is reflective of your community?” “Does this surprise you?”* The data presented is included on the next page, followed by participants’ reactions depicted as a Word Cloud.

Volunteering and Civic Life in America

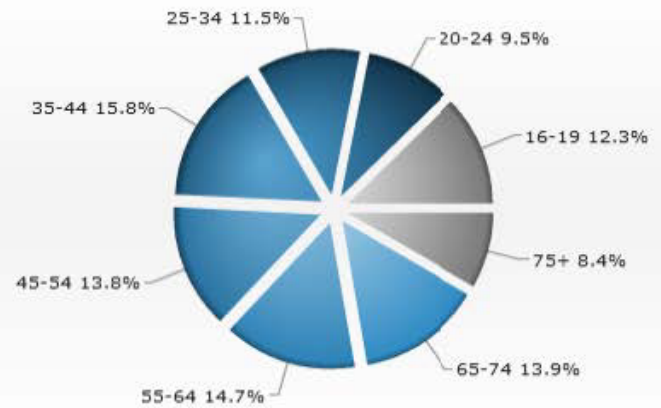
Nevada

Corporation for
NATIONAL & COMMUNITY SERVICE ★★ ★

Overall, in Nevada in 2014:

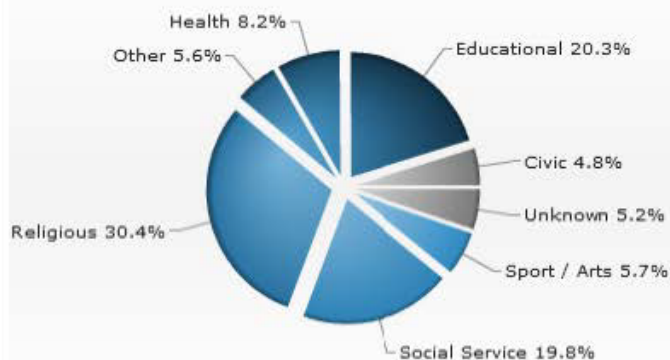
- 19.4% of residents volunteer, ranking them 49th among the 50 states and Washington, DC.
- 425,440 volunteers
- 25.9 volunteer hours per capita
- 56.9 million hours of service
- \$1.3 billion of service contributed
- 48.4% of residents donate \$25 or more to charity

Age Group Rates



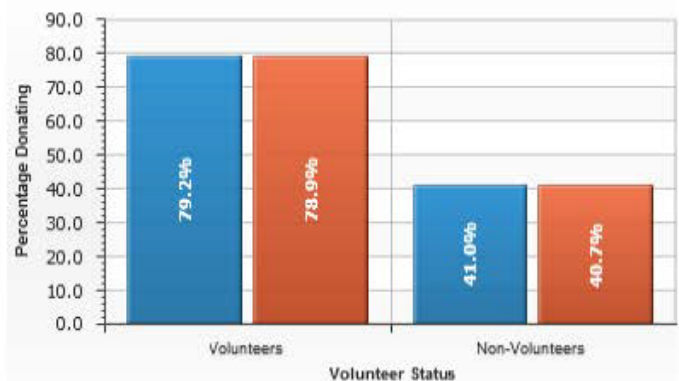
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Main Organization



Numbers in the chart may not add up to 100% because of rounding

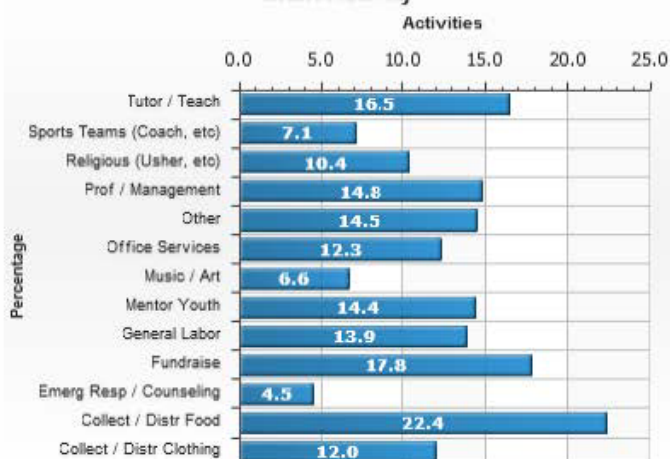
Donations



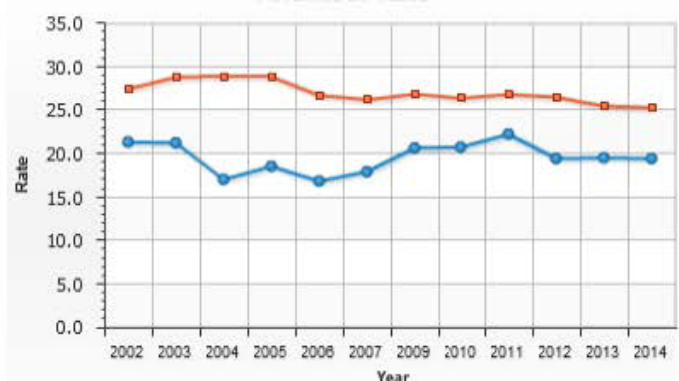
Legend

■ Nevada ■ US

Main Activity



Volunteer Rate



Legend

— Nevada — US

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Elko Participants' Reactions:



What opportunities exist in Elko?

Additionally, the group was given a visual graphic (Figure 1) of the ecosystem needed to have a flourishing volunteer infrastructure and asked to describe what existed in the community related to each of those areas. Participants identified 81 entities that offer volunteer and engagement opportunities within the Elko community (Figure 2).

Opportunities For Volunteerism and Engagement in Our Communities

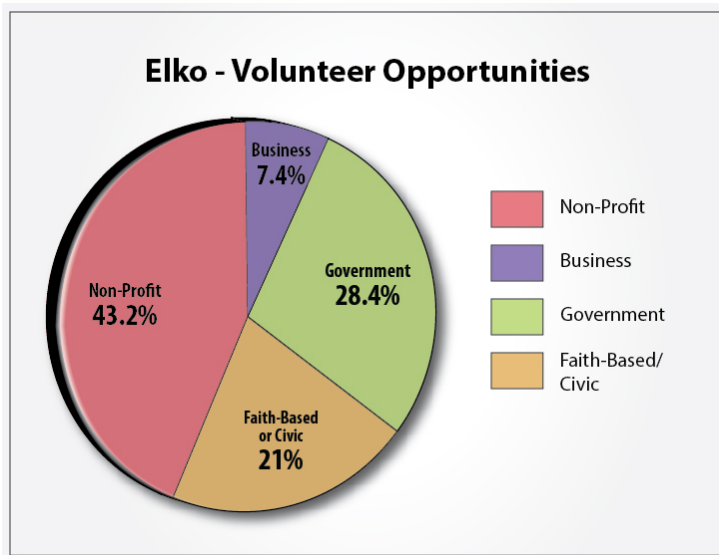


Figure 1. Volunteer Ecosystem Opportunities in Elko

Figure 2. Volunteer and Engagement

How are volunteer efforts leveraged across various sectors?

Building a community network is vital to enhancing and engaging more citizens in volunteering and service. This concept was depicted in a visual graphic (Figure 3) and participants were asked to describe the type of connections and networks that they individually use or were aware of in the community (Figure 4). Examples of such networks are listed below, the examples provided are not comprehensive but merely provide a few examples as shared by participants in the forum.

Linking Volunteer Efforts Within Sectors and Outside Sectors

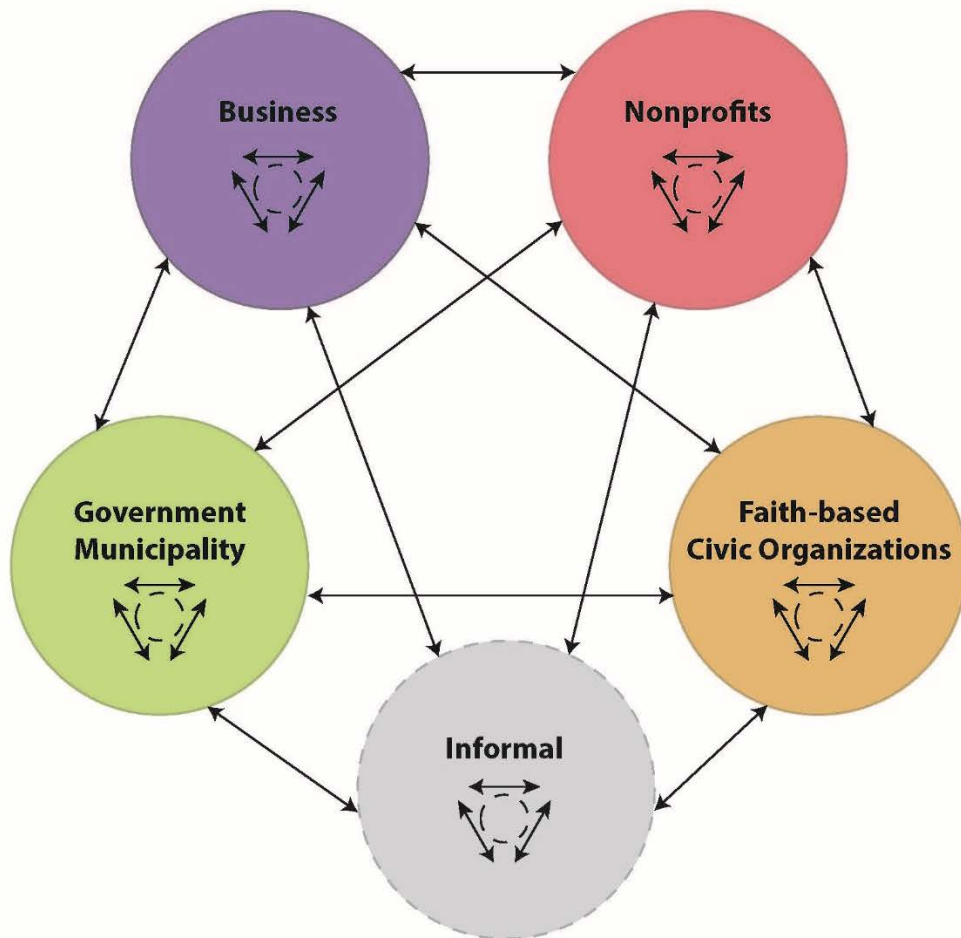


Figure 3. Building a stronger community network across sectors.

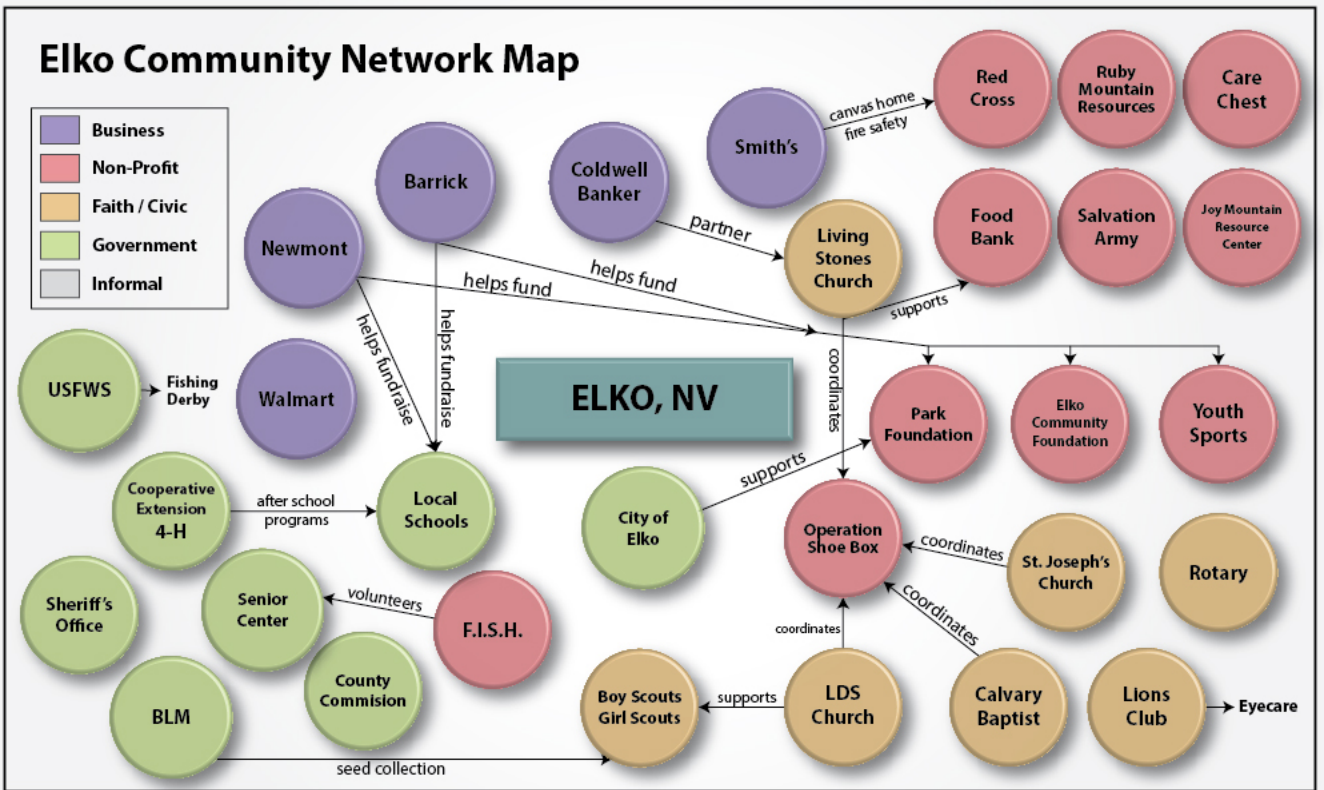


Figure 4. Community Network map from examples shared in the forum.

Based on the discussion, it seems Elko has a strong community network among the various entities with some cross-over occurring among non-profits, business sector, government and municipalities as well as faith-based and civic organizations. Elko appears to have a fairly robust network of social capital, which will help, retain community resiliency, therefore the formal structures appear strong and not dependent upon one or two individuals within the community. Although key community leaders are essential in a community – Elko does not seem to be heavily dependent on just a few individuals—as some smaller, rural communities in Nevada. While few civic or faith-based entities were listed, they were mentioned in the discussion frequently as primary ways links were made for services and volunteer efforts.

What strategies would strengthen volunteerism in the community?

Finally, participants were asked to identify a few strategies that they felt had the most potential for moving volunteering and service forward in their community. A list of best practices was provided as a starting point for the discussion. Participants identified the following two strategies as the top two priorities strengthen volunteerism in the community. A list of strategies with specific comments are included in Table 1.

- (1) Community-based Volunteer Information or Connector Hub (14 votes)

(2) Increase the Visibility of Volunteer Opportunities/Impact (14 votes)

Table 1. Identified strategies to strengthen volunteerism in Elko.

| Votes | Strategies |
|-------|--|
| 14 | <p>Community-based Volunteer Information or Connector Hub</p> <ul style="list-style-type: none"> - 211 (Information) - Nevada Volunteers - Volunteer Match; Justserve.org; HandsOn- Monthly Update / Newsletter - Volunteer Centers - Publish List in periodicals - Weekly Happenings <ul style="list-style-type: none"> - Get the info out - Non-internet ways to learn about ops – person with a phone # - Need to do multiple ways of promoting - Ask a friend |
| 14 | <p>Increase the Visibility of Volunteer Opportunities/Impact</p> <ul style="list-style-type: none"> - Collecting Data – works = this! One person in organization is assigned to this! - Constant Campaign!! Use: Elko Chamber ECVA to promote. Have a community volunteer program to teach what volunteerism is. PACE does a good job! Get City Council involved. <ul style="list-style-type: none"> - Let people know of all opportunities - Elko Chamber of Commerce - ECVA - Program for volunteers - Expectations - It's a job - Include city/municipal orgs involved - Data – Who's volunteering & not & why - Balance between promoting and having work for volunteers to do |
| 12 | <p>Increase Access/Opportunities for Youth and Student Service</p> <ul style="list-style-type: none"> - Help youth understand what volunteering is - Open way to come in |

| | |
|----------|--|
| | <ul style="list-style-type: none"> - System of accountability / follow-through - Give ES students volunteer opportunities - Linking leadership with volunteering - Barrier – some teachers/advisors have given up – don't think youth will help - Sports & other school clubs should do service or all organizations - Work w/school leadership on structure <p>- Is court-ordered community service a negative?</p> |
| 7 | Training for Staff/Volunteers to run quality volunteer programs |
| 5 | Incentives that Promote Stronger Volunteer Engagement |
| 3 | Increase Access/Opportunities for Those Who Have Left the Workforce |
| 2 | Collect Common Metrics to Measure Volunteer Impact and Contributions |
| | A Community Engagement Leadership Team for on-going Conversation/Focus |
| | Business Employee Volunteers Provide Needed Capacity and Internal Operations Support |
| | Strategic Focused Effort to Address Community Needs |
| | Influence Key Decision-Makers in the Community about value/importance/impact of Volunteering |

Overall Takeaways:

Elko has a changing economy and, similarly, the infrastructure underlying the volunteer efforts seems to be changing resulting in a need to find new ways to resource and support volunteer efforts. Traditional ways of doing 'engagement' are not working as well as in the past. Elko as a community could benefit from stronger leadership and individual connections among interested stakeholders; developing peer networking; and a way to identify individual needs and making the ask. Barriers to greater linking stem from shifting business priorities in the area, governmental rules, language barriers, and a lack of knowledge about who to go to for various resources or support.

Nevada Volunteers and Cooperative Extension are grateful for the time, interest, and energy given by these local residents to participate in the Forum. As follow-up to the Forum, this Report is being provided to each participant and the information is being used as a foundation for the development of the State Service Plan, which will guide the efforts and resources of Nevada Volunteers for the next three years.

Potential next steps include the convening of individuals and organizations to continue the conversation to implement strategies to support further engagement of citizens; identifying a 'liaison' in each community who would serve as a contact point for volunteer information and awareness, working in tandem with Nevada Volunteers, and promoting the utilization of national service resources as a mechanism for meeting community needs.

References:

Corporation for National and Community Service. “Volunteering and Civic Life in America 2015”. Retrieved January 10, 2016, from: <https://www.volunteeringinamerica.gov/NV>

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Report to Community: Tonopah, NV

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Specialist

University of Nevada Cooperative Extension

Janet Wright, Strategic Initiatives Manager
Nevada Volunteers

**University of Nevada Cooperative
Extension**

BASED ON COMMUNITY FORUM, 18 MAY 2016
HELD AT: TONOPAH CONVENTION CENTER, TONOPAH, NV
FACILITATED BY: TERRY BELL AND MARLENE REBORI

Introduction

On 18 May 2016 Nevada Volunteers and Cooperative Extension hosted a Community Forum in Tonopah, NV to gather information and share ideas about volunteerism and service in the area. A total of six community forums were held across the State as a means of outreach to both rural and urban communities in Nevada. Information gathered from the forums will be incorporated into the Nevada Volunteers three-year State Plan of Service. The *Report to the Community* reflects only the information provided by the specific community.

Announcements of the Forums were provided through media release, email contacts, local community calendars, and other communication channels used by Nevada Volunteers. An effort was made to encourage participation from a wide variety of stakeholders including businesses, individual volunteers, faith-based groups, nonprofits, civic organizations, and municipal or governmental agencies. Forum sites were selected to have a wide representation of the state's geographic uniqueness.

Four people attended the Forum representing various categories (individuals, government, non-profit, faith-based and civic groups). Participants represented three of the targeted categories (i.e., government, non-profit, and civic groups). The contents of this report include the information and thoughts about the community as seen from the perspective of these participants. This report is not intended to be a comprehensive picture of the entire area, but merely a snapshot as provided by those in attendance.

Background Information

Community volunteerism and engagement are important components to a healthy and resilient community. A term often used to describe a network of community engagement and social trust is *Social Capital*. Social Capital describes the various social networks with which people have access to resources including the type and depth of relationships and connections within a community. The number of volunteers within a community is a strong measure of community engagement and one aspect of social capital. Higher rates of volunteerism and engagement in a community are associated with improving government services, preventing crime, increasing graduation rates, fostering economic development and increased community responsibility for problem solving (Levine 2013; Mathews 2014; Opportunity Nation 2014; Pancer 2015; Putnam 1995; and Schneider 2004).

Participants in the forum were provided information from the Census Bureau's Current Population Survey regarding volunteerism and engagement. According to the report [Volunteering and Civic Life in America](#), Nevada ranks 49th out of 50 states in terms of our volunteerism and engagement rates (Corporation for National and Community Service, 2014). In addition, Robert Putnam's assessment of Social Capital across all 50 states classified Nevada's social capital as "Very Low" (Putnam 2000, p.293).

Participants were asked to provide their reactions to this national data with prompting questions such as, *“Do you find yourself in this data?” “Do you feel this is reflective of your community?” “Does this surprise you?”* The data presented is included on the next page, followed by participants’ reactions depicted as a Word Cloud.

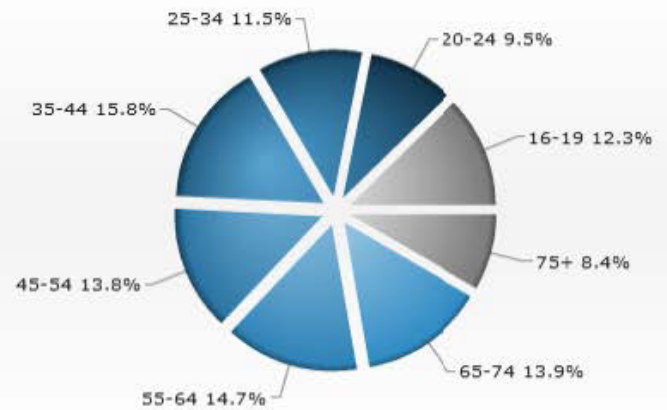
Volunteering and Civic Life in America

Nevada

Overall, in Nevada in 2014:

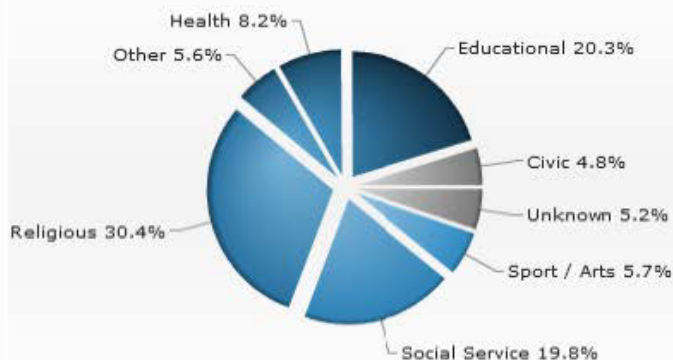
- 19.4% of residents volunteer, ranking them 49th among the 50 states and Washington, DC.
- 425,440 volunteers
- 25.9 volunteer hours per capita
- 56.9 million hours of service
- \$1.3 billion of service contributed
- 48.4% of residents donate \$25 or more to charity

Age Group Rates



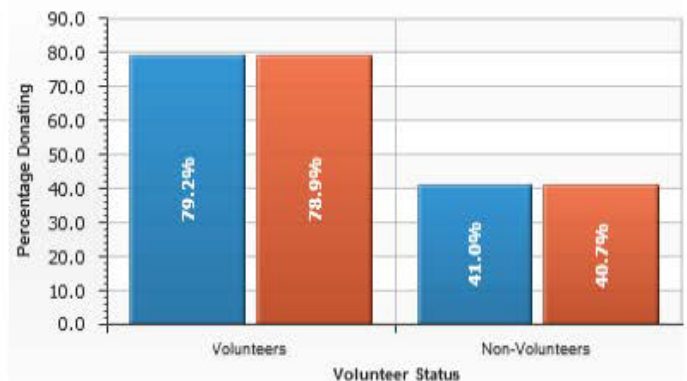
Numbers in the chart may not add up to 100% because of rounding

Main Organization



Numbers in the chart may not add up to 100% because of rounding

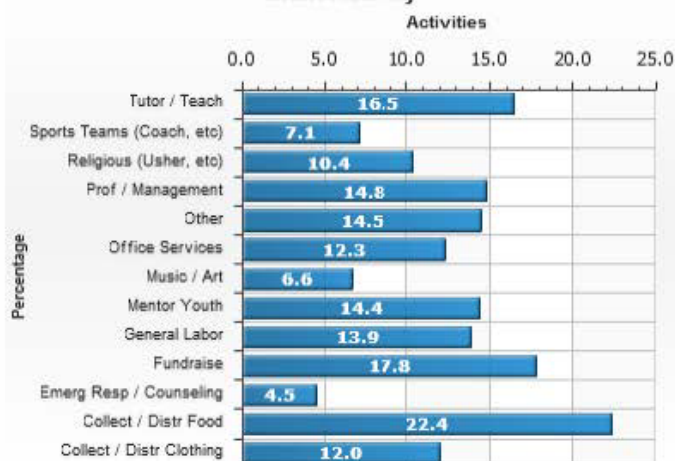
Donations



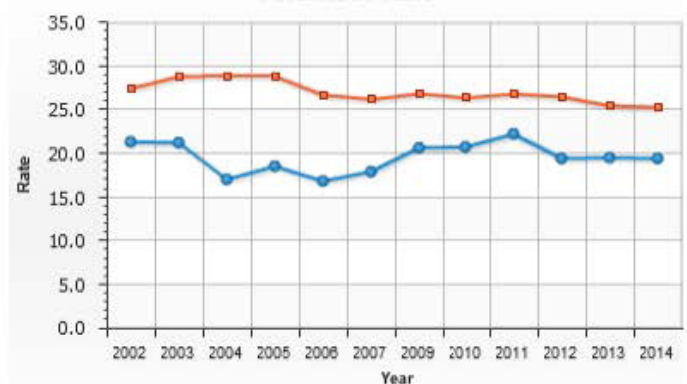
Legend

■ Nevada ■ US

Main Activity



Volunteer Rate



Legend

— Nevada — US

Tonopah Participants' Reactions:

Disengagement
Not representative of Tonopah
Volunteer opportunities
Rurals different
Correct
Tonopah different

What opportunities exist in Tonopah?

Additionally, the group was given a visual graphic of the ecosystem (Figure 1) needed to have a flourishing volunteer infrastructure and asked to describe what existed in the community related to each of those areas. Participants identified 35 entities that offer volunteer and engagement opportunities within the Tonopah community (Figure 2).

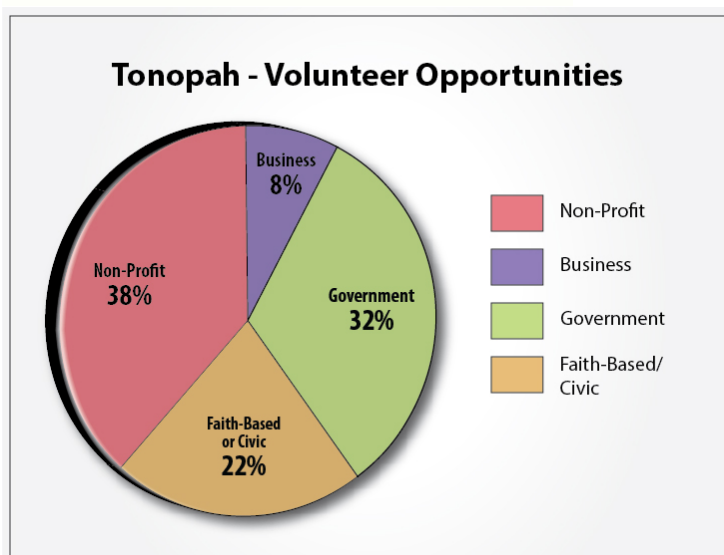


Figure 1. Volunteer Ecosystem Opportunities in Tonopah

Figure 2. Volunteer and Engagement

How are volunteer efforts leveraged across various sectors?

Building a community network is vital to enhancing and engaging more citizens in volunteering and service. This concept was depicted in a visual graphic (Figure 3) and participants were asked to describe the type of connections and networks that they individually use or were aware of in the community. Examples of such networks are listed below (Figure 4), the examples provided are not comprehensive but merely provide a few examples as shared by participants in the forum.

Linking Volunteer Efforts Within Sectors and Outside Sectors

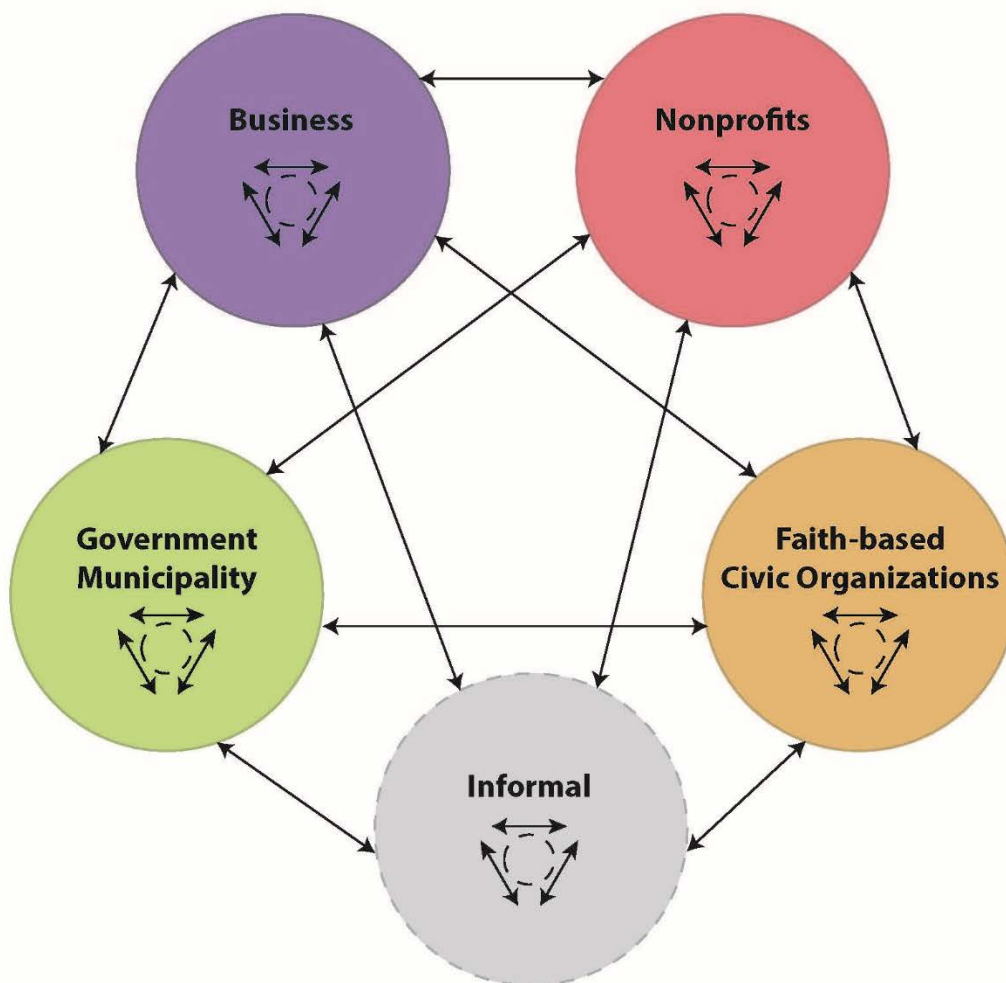


Figure 3. Building a stronger community network across sectors.

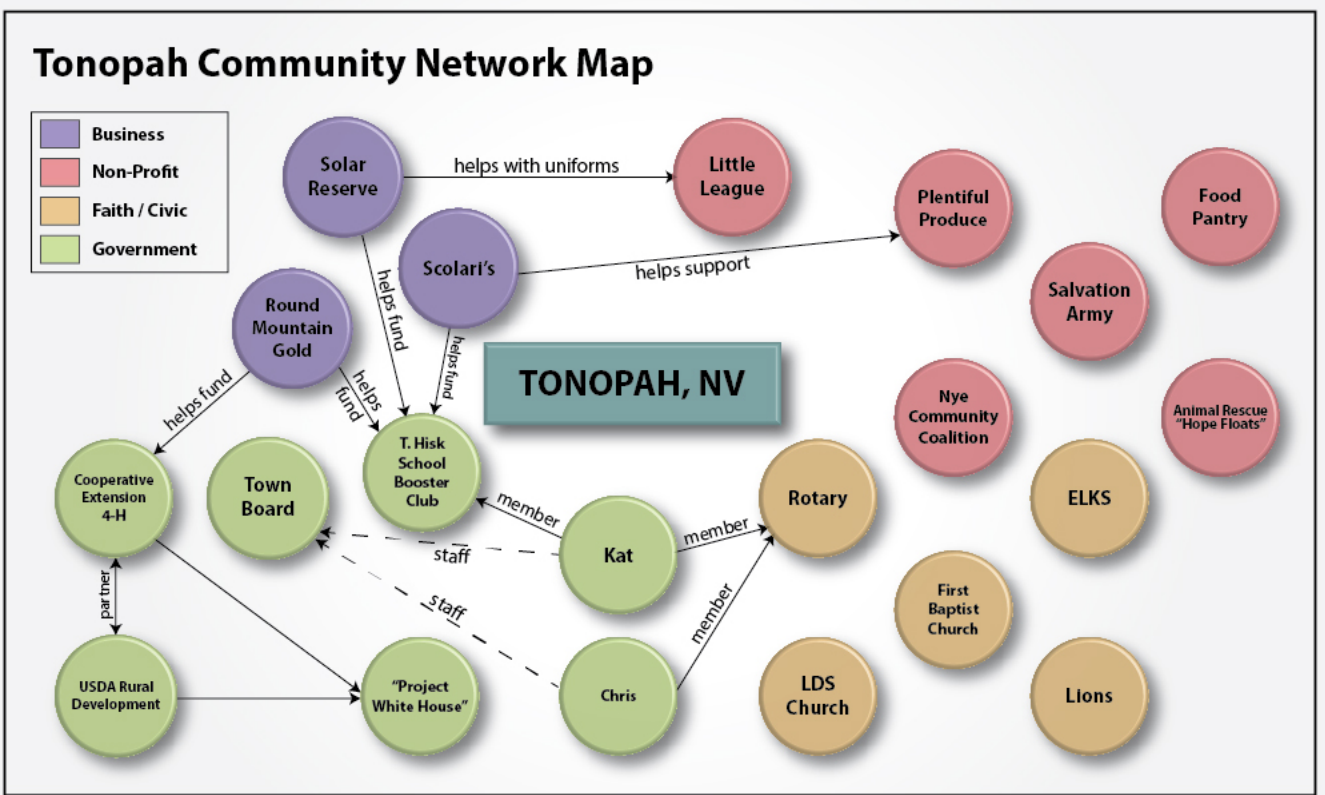


Figure 4. Community network map from examples shared in the forum.

Based on the discussion, the primary avenues for networking in Tonopah, NV occur essentially based on a few highly engaged individuals rather than formal structures. These volunteer and engagement opportunities appear to be more relationship-centered as typical in many small rural communities. Opportunities and the ability to network are based primarily on who you know in the community. While engaged individuals are very passionate and involved, opportunities for volunteerism and engagement may be at risk when key individuals leave the community or lose interest in their volunteer activity.

What strategies would strengthen volunteerism in the community?

Finally, participants were asked to identify a few strategies that they felt had the most potential for moving volunteering and service forward in Tonopah. A list of best practices was provided as a starting point for the discussion. Participants identified the following two strategies as the top priorities to strengthen volunteerism in the community. A list of strategies with specific comments are included in Table 1.

- (1) Increase the visibility and access to volunteer opportunities (i.e., "online, newspaper, etc.)
- (2) Provide Student and Youth Volunteer Opportunities.

Table 1. Identified Strategies to strengthen volunteerism in Tonopah.

| Priorities | Strategies |
|------------|---|
| 1 | <p>Visibility of Volunteer Opportunities (i.e., online, newspaper, etc.)</p> <p><i>Provide a link to Nevada Volunteer website.</i></p> <p><i>Move from dependence on ‘word of mouth’ to something else such as having a page on the town website that would provide information about volunteer opportunities.</i></p> |
| 2 | <p>Increase Student and Youth Volunteer Opportunities</p> <p><i>Currently USDA Rural Development is partnering with youth through Cooperative Extension 4-H Program on a national initiative known as “Project White House”. Cooperative Extension has also provided a civic engagement curriculum (Policy Education and Civic Engagement, PEACE) to potentially be used with the high school for this initiative and as a format to provide more student and youth volunteerism and engagement avenues in Tonopah, NV.</i></p> |

Overall Takeaways:

Tonopah is a small town and the participants often wear multiple hats, bringing varied perspectives to the conversation. For example one participant represented the municipality with whom she worked but also had personal connection with various service groups, church activities, and businesses with whom she interacts. A proportion of the population of Tonopah is there on short-term job assignments (mining, solar plant) and may not be inclined to invest in the community.

Nevada Volunteers and Cooperative Extension are grateful for the time, interest, and energy given by these local residents to participate in the Forum. As follow-up to the Forum, this Report is being provided to each participant and the information is being used as a foundation for the development of the State Service Plan, which will guide the efforts and resources of Nevada Volunteers for the next three years.

Potential next steps include the convening of individuals and organizations to continue the conversation to implement strategies to support further engagement of citizens; identifying a 'liaison' in each community who would serve as a contact point for volunteer information and awareness, working in tandem with Nevada Volunteers, and promoting the utilization of national service resources as a mechanism for meeting community needs.

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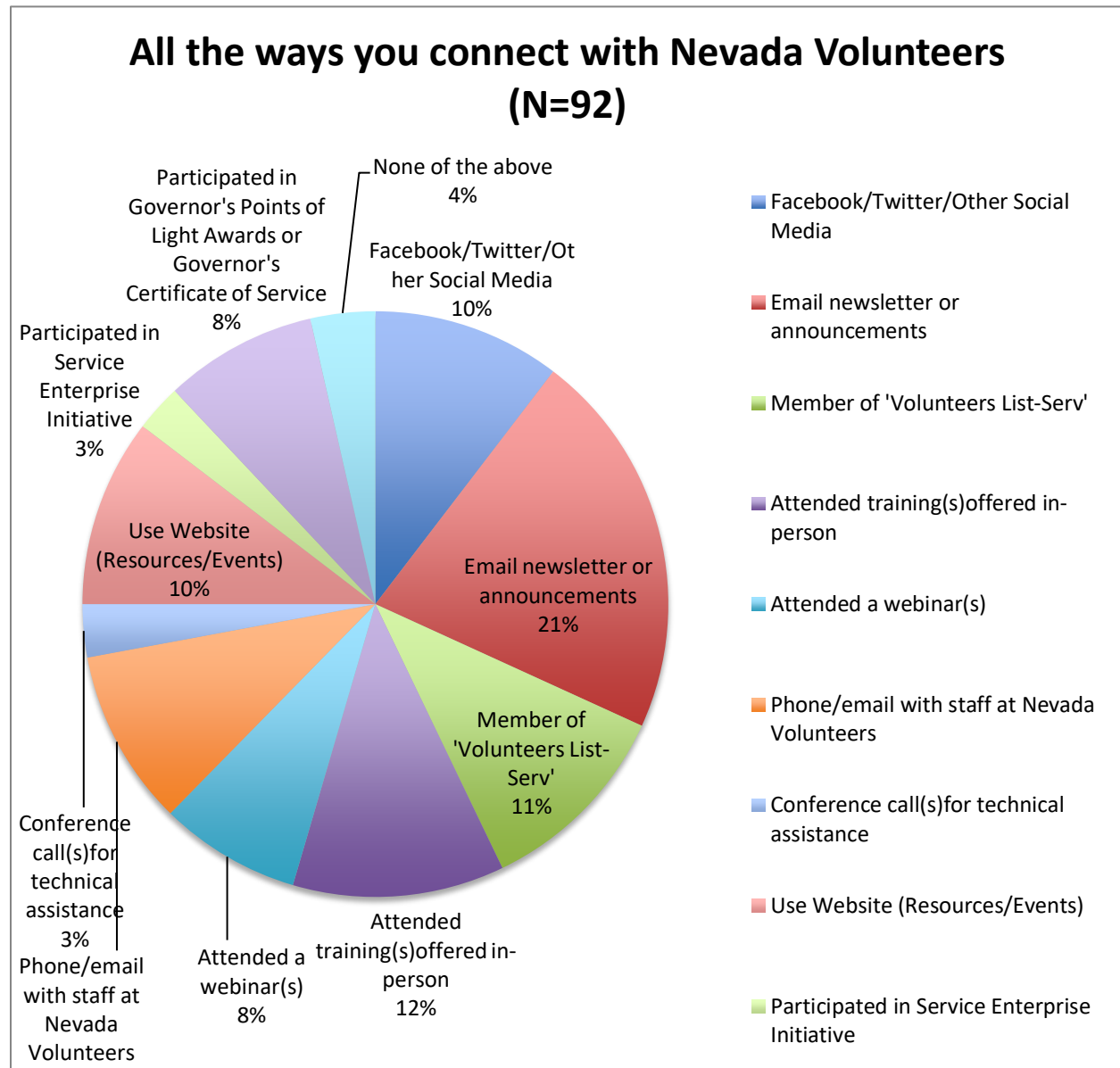
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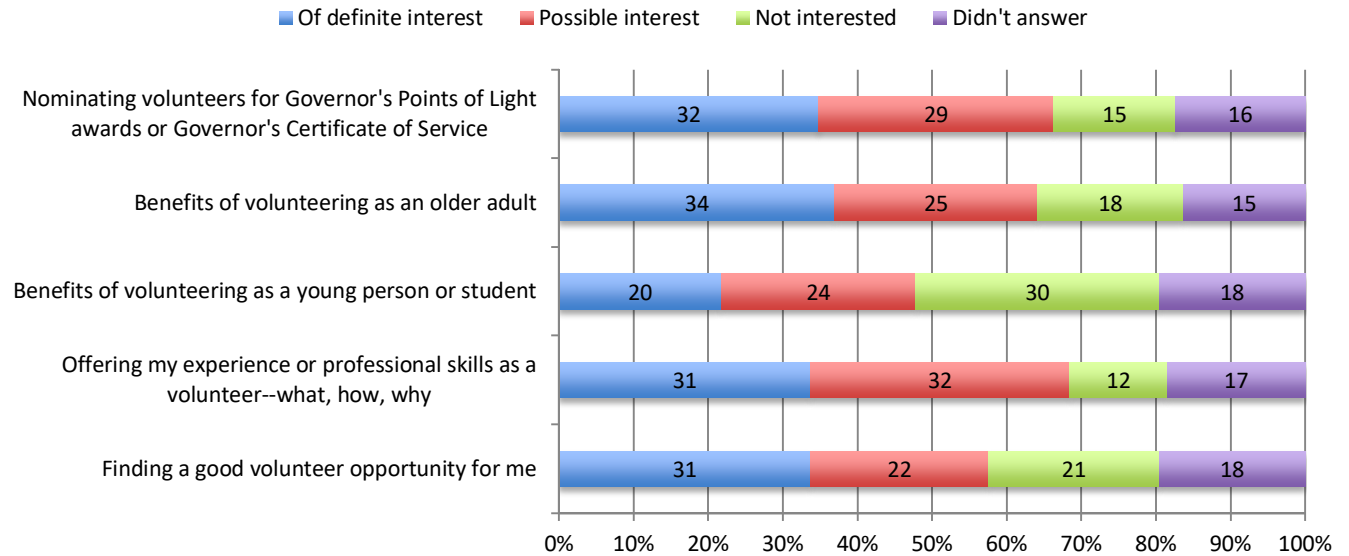
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Training Assessment Survey

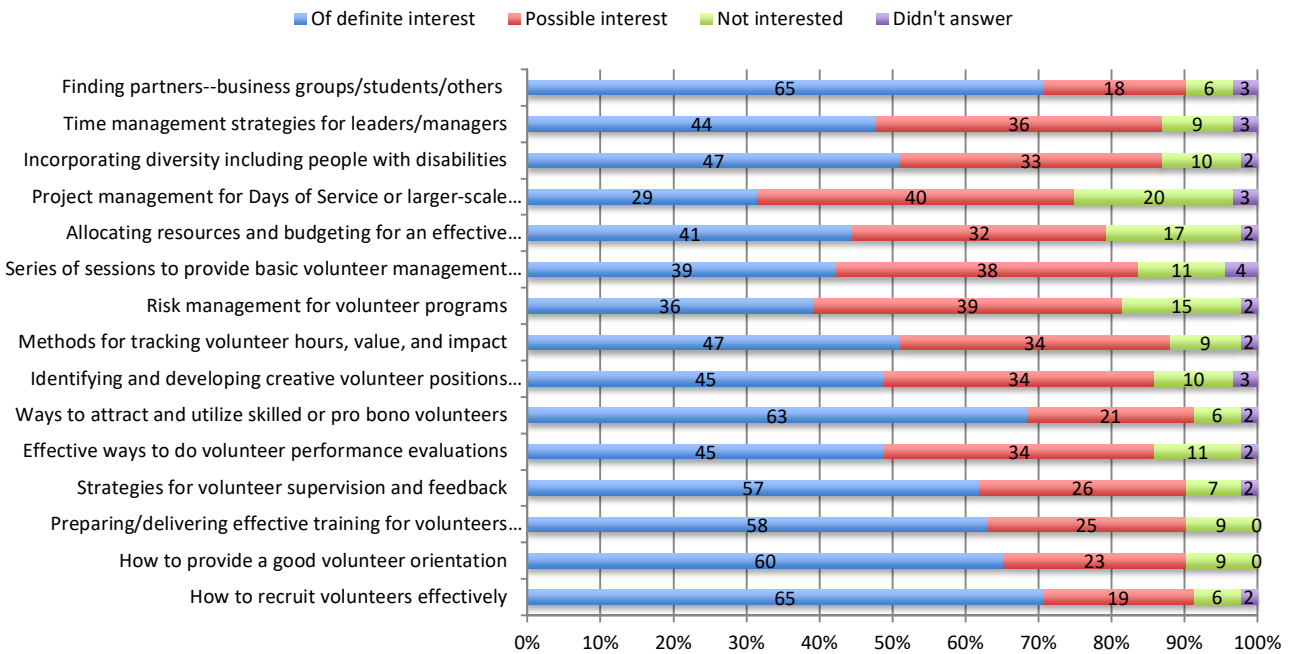


Being a volunteer (N=92)



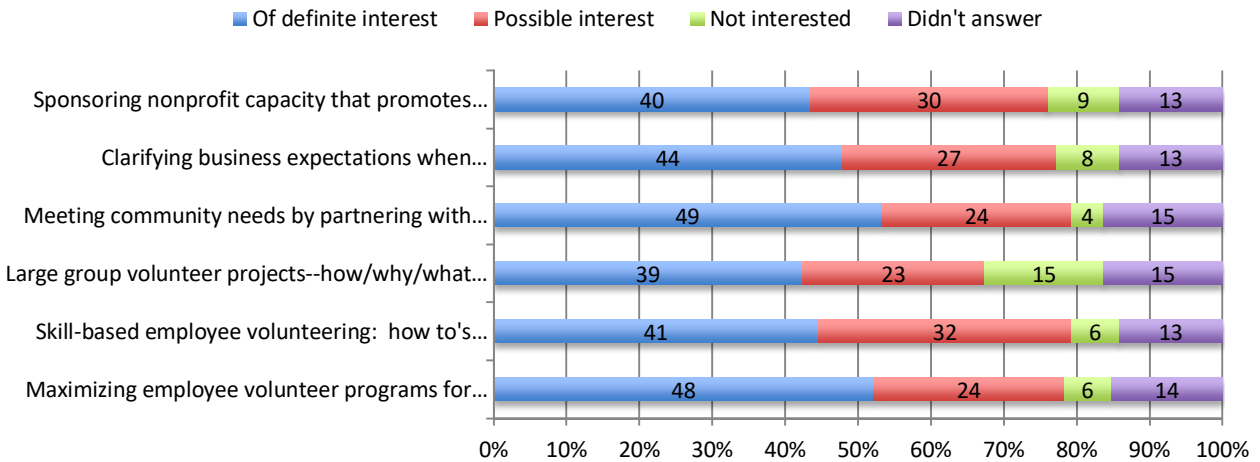
| | Finding a good volunteer opportunity for me | Offering my experience or professional skills as a volunteer--what, how, why | Benefits of volunteering as a young person or student | Benefits of volunteering as an older adult | Nominating volunteers for Governor's Points of Light awards or Governor's Certificate of Service |
|------------------------|---|--|---|--|--|
| ■ Of definite interest | 31 | 31 | 20 | 34 | 32 |
| ■ Possible interest | 22 | 32 | 24 | 25 | 29 |
| ■ Not interested | 21 | 12 | 30 | 18 | 15 |
| ■ Didn't answer | 18 | 17 | 18 | 15 | 16 |

Engaging and managing volunteers (N=92)



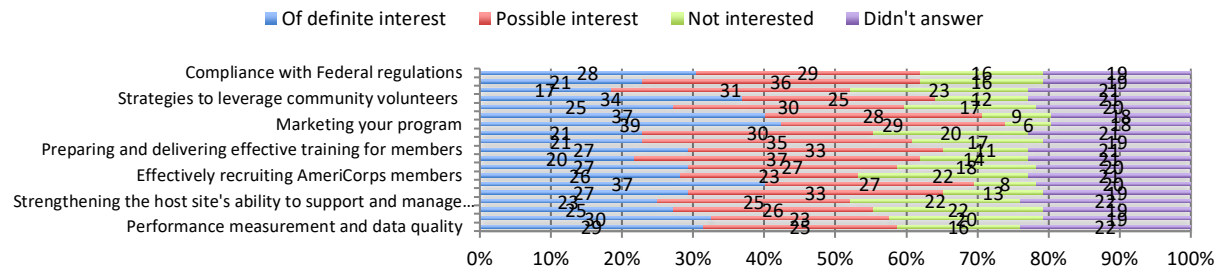
| | How to recruit volunteers effectively | How to provide a good volunteer orientation | Preparing/delivering effective training for volunteers and/or staff | Strategies for volunteer supervision and feedback | Effective ways to do volunteer performance evaluations | Ways to attract and utilize skilled or pro bono volunteers | Identifying and developing creative volunteer positions and descriptions | Methods for tracking volunteer hours, value, and impact | Risk management for volunteer programs | Series of sessions to provide basic volunteer management skills | Allocating resources and budgeting for an effective volunteer program | Project management for Days of Service or larger-scale service events | Incorporating diversity including people with disabilities | Time management strategies for leaders/managers | Finding partners--business groups/students/others |
|------------------------|---------------------------------------|---|---|---|--|--|--|---|--|---|---|---|--|---|---|
| ■ Of definite interest | 65 | 60 | 58 | 57 | 45 | 63 | 45 | 47 | 36 | 39 | 41 | 29 | 47 | 44 | 65 |
| ■ Possible interest | 19 | 23 | 25 | 26 | 34 | 21 | 34 | 34 | 39 | 38 | 32 | 40 | 33 | 36 | 18 |
| ■ Not interested | 6 | 9 | 9 | 7 | 11 | 6 | 10 | 9 | 15 | 11 | 17 | 20 | 10 | 9 | 6 |
| ■ Didn't answer | 2 | 0 | 0 | 2 | 2 | 2 | 3 | 2 | 2 | 4 | 2 | 3 | 2 | 3 | 3 |

From a business-corporate social responsibility perspective (N=92)



| | Maximizing employee volunteer programs for retention and skill development | Skill-based employee volunteering: how to's and benefits | Large group volunteer projects--how/why/what works | Meeting community needs by partnering with nonprofit organizations | Clarifying business expectations when partnering with nonprofits | Sponsoring nonprofit capacity that promotes more effective volunteer engagement and impact |
|------------------------|--|--|--|--|--|--|
| ■ Of definite interest | 48 | 41 | 39 | 49 | 44 | 40 |
| ■ Possible interest | 24 | 32 | 23 | 24 | 27 | 30 |
| ■ Not interested | 6 | 6 | 15 | 4 | 8 | 9 |
| ■ Didn't answer | 14 | 13 | 15 | 15 | 13 | 13 |

AmeriCorps and National Service



| | Performance measurement and data quality | Using evidence to strengthen program design | Creating and using logic models | Strengthening the host site's ability to support and manage... | Team building ideas | Cultivating strategic partnerships | Effectively recruiting AmeriCorps members | Managing members | Member performance evaluation and discipline | Preparing and delivering effective training for members | Disability accommodations | Accessibility review of program, facilities, and policies | Marketing your program | Using social media | Supporting member transition | Strategies to leverage community volunteers | Advocacy for national service | Using electronic member management systems | Compliance with Federal regulations |
|------------------------|--|---|---------------------------------|--|---------------------|------------------------------------|---|------------------|--|---|---------------------------|---|------------------------|--------------------|------------------------------|---|-------------------------------|--|-------------------------------------|
| ■ Of definite interest | 29 | 30 | 25 | 23 | 27 | 37 | 26 | 27 | 20 | 27 | 21 | 21 | 39 | 37 | 25 | 34 | 17 | 21 | 28 |
| ■ Possible interest | 25 | 23 | 26 | 25 | 33 | 27 | 23 | 27 | 37 | 33 | 35 | 30 | 29 | 28 | 30 | 25 | 31 | 36 | 29 |
| ■ Not interested | 16 | 20 | 22 | 22 | 13 | 8 | 22 | 18 | 14 | 11 | 17 | 20 | 6 | 9 | 17 | 12 | 23 | 16 | 16 |
| ■ Didn't answer | 22 | 19 | 19 | 22 | 19 | 20 | 21 | 20 | 21 | 21 | 19 | 21 | 18 | 18 | 20 | 21 | 21 | 19 | 19 |