



Energy to Impact



2017 Massachusetts
Conference on Service
and Volunteering

Workshop Descriptions

Session A: 9:30 a.m. – 11:00 a.m.

A1 Engaging Older Adults as Impactful Volunteers (Panel)

Older volunteers have long played an important role in serving nonprofits, and that role is growing each year as more and more people move into retirement and age expectancies and abilities increase. This panel is an opportunity to learn from your peers about how they have successfully tapped into the experience, skills, enthusiasm and passion of older volunteers for greater impact and to better meet their missions, particularly as it creating impactful intergenerational experiences.

Presenters: Matthew Braddak, Program Director, Springfield College AmeriCorps; Ramesh Advani, Executive Director, Encore Boston Network; Rich Greif, Vice President of Marketing, Communications & Community Relations, Big Brothers Big Sisters of Massachusetts Bay; Tyisha Jones-Horner, Administrative Director of Volunteer Programs, Commission on Affairs of the Elderly, City of Boston

A2 Creatively Engaging Volunteers to Combat Mass Incarceration and Promote Reentry (Panel)

With this conference's focus on "Energy to Impact" and on exploring innovative ways to harness the power of service and volunteerism into efforts that directly impact our most pressing community needs, the widespread issue of mass incarceration jumps to the forefront and connects with so many agencies' work and missions. This panel will explore how organizations creatively engage volunteers and service members to promote reentry and combat mass incarceration. The discussion will focus on how panelists' organizations engage general volunteers on this topic and on how they specifically engage those reintegrating into the community as volunteers.

Presenters: Ben Thompson, Assistant Undersecretary of Reentry, Massachusetts Executive Office of Public Safety and Security; Jon Fineman, Founder and Executive Director, InnerCity Weightlifting; Edward M. Powell, Executive Director of JRI's STRIVE Boston program, Vice President for Community Engagement, JRI; Representatives from UTEC in Lowell and other Massachusetts organizations

A3 Creating Inclusive Spaces

Over the past months, our community—fellow educators, volunteers, students, and families (many of whom are immigrants or have family abroad)—have expressed feelings of uncertainty and confusion. We recognize the crucial role that volunteers play in creating safe, inclusive, and empowering spaces for the populations we serve and for each other. And we recognize that as volunteer managers our role is to support volunteers who engage in important work in our communities. For that reason, we're offering this workshop so that we can create these

spaces together. Creating Inclusive Spaces is a workshop can be easily adapted for volunteers. We will engage in some important self-reflection and hone our active listening skills, both of which are vital and foundational practices in the spaces we hold for volunteers and the communities we serve.

At the end of the session, participants will be able to...

1. Explain what active listening does and does not look like
2. Apply active listening skills to promote an inclusive culture
3. Identify how they've created or can create "holding spaces" in their organizations

Presenters: Jennifer Javier, Volunteer Manager, 826 Boston; Kieran Collier, Volunteer Engagement Coordinator, AmeriCorps VISTA, 826 Boston

A4 Keys to Successful Peer to Peer Volunteers

This workshop will share successful practices around identifying, matching, and grooming peer volunteers. It examines historical volunteer influences still being used today, and how one person can make a significant impact in their communities. We then explore the benefits of how recruiting diversely can help build a strong and an effective peer volunteer group. We will also dig deeper on how to utilize diversity in a peer to peer volunteer matching process. Another focus area is identifying volunteers that reciprocate the qualities of leadership and creating opportunities for those to professionally develop. Lastly, we conclude with a case study of FHR's active peer to peer volunteer program.

At the end of the session, participants will be able to...

1. Understand several effective tools to attract and retain volunteers
2. How to get the most from volunteers, by providing them the right (matched) opportunity
3. Volunteerism: Fulfilling the Volunteers Cup Makes Them Go the Extra Mile!

Presenters: Robert Ortiz, Dir. of Peer Recovery Services, NE; Community Peer Director, FHR (Fellowship Health Resources, Inc.); Ron Grillo, Lead Peer Specialist, FHR; Victoria Cooper, Assistant Volunteer Supervisor, FHR

A5 Combatting the Dreaded Service Requirement

This session will focus on alternatives to the typical, dreaded check-box service requirement. Together, we will dive into ENGAGE Boston's "ingredient list" - the six core ingredients/experiences/competencies we identified that are needed to fully engage a young person in civic and community life. This ingredient list lays a foundation for weaving service into classes/other after school programs and scaffolding service with personal development programming. The ingredient list also guides through the creation of needs-based, asset-aligned, and reflective, youth-driven, actually-impactful action. Lastly, we will review operationalization and ways to keep a service requirement. All are welcome!

At the end of the session, participants will be able to...

1. Galvanizing a desire for youth to serve.
2. Supporting mutually-beneficial youth programs.
3. Youth reflection and introspection.

Presenter: Kevin Ballen, Founder & Director, ENGAGE Boston

A6 Effective Strategies for Empowering an Intergenerational Volunteer Experience

This session will present better practices and emerging trends in the American volunteer experience, with special

consideration to the multi-generational tiers of service doers active in the volunteer work force. The presentation will give particular consideration to the recruitment, engagement, and celebration for different generations of volunteers. Despite perceptions of challenges at every age range, this presentation will spark curiosity for the potentials of each generation of volunteers serving throughout the Commonwealth through presentation, discussion, and relevant handouts.

At the end of the session, participants will be able to...

1. Identify key benefits to intergenerational volunteer engagement
2. Apply targeted, best-practice strategies in volunteer recruitment and retention for multiple generations of volunteers.
3. Demonstrate a curiosity towards targeted outcomes management strategies adjusted to volunteer's unique skills and needs

Presenters: Samantha Alves, Director of Youth Mentoring, Children's Friends and Family Services; Sydney Colbert, Merrimack College Graduate Fellow, North Shore Community Development Coalition

A7 When Conflicts Arise - Effective Techniques to Deal with Challenging Volunteer Situations

Inevitably conflicting situations exist in organizations and those could extend to interactions with volunteers. Pretending that things are running smoothly or avoiding confrontations can negatively impact the program and the people involved. In this workshop, we will explore the potential sources of conflict in challenging volunteer situations, participants will assess their conflict resolution style and learn steps to evaluate and handle conflict productively.

At the end of the session, participants will be able to...

1. Identify sources of conflict in challenging volunteer situations
2. Assess their conflict resolution style
3. Learn steps to evaluate and confront conflict productively

Presenter: Claudia Lach, Principal, Lach Training & Consulting

A8 Building Adaptive Volunteer Training Models Using the ADDIE Framework

This session is dedicated to exploring one method to create strong training materials and orientation for volunteers and staff using the ADDIE model (analysis, development, design, implementation, and evaluation). The session will outline the ADDIE model and discuss its recent implementation at Brandeis University's Department of Community Service in partnership with a variety of community partners. This session will allow practitioners to share best practices that align with volunteer training, collaborate on use of the model, and leave with resources to implement at your organization.

At the end of the session, participants will be able to...

1. To apply the ADDIE model for instruction design in their organizations.
2. Identify a model for volunteer and staff training.
3. Demonstrate understanding of best practices, challenges and successes relating to volunteer training topics and tools.

Presenters: Max Brodsky, MA Campus Compact Americorps*VISTA at Brandeis University; Lucas Malo, Director of Community Service, Brandeis University; Lauren Soares, Community Service Specialist, Brandeis University

A9 Diversity & Service: Best Practices for Engaging Volunteers of Color

While structured service learning opportunities such as AmeriCorps and Peer Health Exchange are beneficial to the populations they serve, they are equally beneficial to volunteers. Volunteers can learn new skills, network with professionals, and advance their careers. Unfortunately, these opportunities aren't equitably distributed to all populations. Black and Latino volunteers are less represented in service learning opportunities and consequently may not receive the career benefits of service. The goal of this workshop is to identify best practices of how to increase racial and ethnic diversity in structured service opportunities with a focus on increasing Black and Latino/a volunteers.

At the end of the session, participants will be able to...

1. Explain the importance of diversity within volunteer cohorts
2. Identify 2-3 organizational barriers to diversity
3. Identify 3-4 strategies that can be implemented in organizations in order to support and engage new and current volunteers of color

Presenters: Geo Hernandez, Program Manager, Peer Health Exchange; Lola Akintobi, Program Director, Peer Health Exchange

A10 Recruiting Volunteers for Large Scale, One-Time Events

The session will focus on creating methods to recruit volunteers for large one-day/one-time or episodic events that serve the mission of the non-profit, exploring the challenges of engaging volunteers in one/time or episodic events as well as the use of technology to recruit/recognize volunteers, as well as moving episodic volunteers to long-term supporters.

At the end of the session, participants will be able to...

1. Identify technology that can be used effectively to recruit volunteers
2. Create a plan to effectively to recruit volunteers for a one time or episodic event
3. Identify options for the Worse Case Scenarios

Presenters: Jennifer A. Connolly, President, Junior Achievement of Western Massachusetts; Megan Beliveau, Development Director, Junior Achievement of Western Massachusetts

A11 Good Processes Get Results: Increasing Volunteer Engagement through Volunteer Management

This session is intended to help organizations or programs with large numbers of volunteers explore their options for stronger volunteer management, data management, and volunteer communications. We'll examine how to take stock of what resources your organization already has on hand, how to use them better, and how to decide when you need to investigate new tools. Through a case study, guided conversations, and a reflection and planning tool, participants will come away with concrete next steps for their volunteer management plans.

At the end of the session, participants will be able to...

1. Identify strengths and weaknesses of their organizations' volunteer engagement processes.
2. Create an action plan to address areas for improvement.
3. Apply what they've learned in their workplace to improve their relationships with volunteers.

Presenters: Erin McGrath, Program Director, Boston Partners in Education; Peter Darling, Senior Partnerships Manager, Boston Partners in Education

A12 (Part I) Achieving Greater Service Member Impact Through Civic Reflection

(This is a 2 part workshop – if you register for Part I, you should also register for and attend Part II in Session B)

Reflection builds and sustains people and communities, and a strong AmeriCorps program is one that equally engages students in civic responsibility and social action in intentional and meaningful ways. Civic Reflection is a tool for involving members in contextual discussions centered on objects such as short pieces of literature, videos, images, to help them think critically about their beliefs, values and commitments with the goal of bringing greater meaning to their service and positively influencing their development and impact.

In Part One, participants will engage in a model discussion, and learn about the benefits and structure of this practice. In Part Two, participants will facilitate their small group discussions, learn some best practice for implementation, and get connected to resources. Learn more about Civic Reflection here:

<https://youtu.be/CgkRpVd6rgU> or go to <http://civicreflection.org/>.

Presenters: Matthew Clerico, Senior AmeriCorps Portfolio Manager, YouthBuild USA; Mallory St. Brice, Associate Director of Programs, AmeriCorps, YouthBuild USA

Session B: 1:00 p.m. – 2:30 p.m.

B1 Current Opportunities and Challenges Utilizing Volunteers to Serve Immigrants and Refugees (Panel)

Recent changes (and proposed changes) to national immigration policies have had a profound effect on nonprofit organizations that serve immigrants and refugees. This panel will include representatives of organizations that effectively mobilize volunteers to provide services to immigrants and refugees to discuss how they have coped with these changes.

Presenters: Melanie Torres, Director of Programs and Operations, Project Citizenship; Keegan Pyle, Volunteer Manager, Catholic Charities; Amy Stein, Manager of Volunteer Resources, Jewish Vocational Service

B2 Is your organization a “Service Enterprise?” (Panel)

Nonprofits that effectively leverage the skills and talents of volunteers into their core operations are known as “*Service Enterprises*.” During the last four years, the Massachusetts Service Alliance has been partnering with Points of Light to bring the Service Enterprise Initiative to Massachusetts. This initiative is a nationwide comprehensive research-based assessment, training, consulting and certification model which serves to strengthen a nonprofit’s capacity to work more effectively with volunteers. Come learn from organizations in MA who have successfully implemented best practices through this initiative specifically about the changes they have integrated that have made their organizations more adaptable, sustainable and better able to meet their mission.

Presenters: Jessica Drench, Executive Director, 826 Boston; Valerie Bassett, Executive Director, Women’s Fund of Southeastern Massachusetts; Victoria Grasela, Marketing & Community Relations Officer, United Way of Greater New Bedford; Stephanie Kelly, Executive Director, Samaritans of Cape Cod and the Islands

B3 Opioid Epidemic: A Community Solution for a Community Problem

Volunteers play a key role in the law-enforcement initiatives that have launched in more than 35 Massachusetts communities since June 2015 with the support of the Police Assisted Addiction & Recovery Initiative (PAARI). The Gloucester Angel Initiative, for example, caught national attention and created a movement of police departments who believe those with the disease of addiction need treatment, not arrest or incarceration. This session will showcase the work of East Bridgewater Police Department and EB Hope, with attendees left with the tools to utilize volunteers, particularly people in Peer Recovery Coaches, to start a similar program in their own community.

At the end of the session, participants will be able to...

1. Understand at least two models for engaging volunteers in law-enforcement programs to address the opioid epidemic
2. Use the information learned to approach their local police department about starting a similar program
3. Explain the value of engaging Peer Recovery Coaches in programs designed to address the opioid epidemic

Presenters: Allie Hunter McDade, Executive Director, Police Assisted Addiction & Recovery Initiative; Chief Scott Allen, Chief of Police, East Bridgewater Police Department; Shawn Salisbury, Lead Recovery Coach, EB Hope

B4 Turning Youth Volunteers into Leaders

This workshop will present the models for youth volunteer engagement used by United Way of Pioneer Valley to engage youth in volunteerism. These models motivate youth to serve in their communities while stimulating positive change, socioemotional and leadership development. The workshop will include strategies for successful youth recruitment and engagement as well as techniques to ensure sustainability of youth service and youth development programming.

At the end of the session, participants will be able to...

1. Identify models that are most appropriate for their organization and/or program mission
2. Create a model (or customize an existing one) for youth engagement and recruitment
3. Identify most effective strategies and explain use in specific circumstances

Presenters: LaTonia Naylor, Senior Manager, Community Investments, United Way of Pioneer Valley; Christopher Woods, Volunteer Coordinator, United Way of Pioneer Valley

B5 Service-Learning for College and Career Readiness

Employers and colleges tell us that it is 'soft skills' that make or break success in college and the workplace. Non-Cognitive Skills, Habits of Mind, Social Emotional Skills, Emotional Intelligence, 21st Century Skills ... the models can spin your mind in a mental game of Twister. Through playful interactions, educators, community partners, and other service-learning practitioners will examine the College and Career Readiness model used by the Massachusetts Department of Elementary and Secondary Education; explore the commonalities of various 'soft skills' approaches; and construct a visual model for leveraging the power of service-learning to foster College and Career Readiness.

At the end of the session, participants will be able to...

1. Identify and compare terms and concepts from several 'soft skills' models
2. Plan SL activities that foster the development of specific soft skills using the IPARD SL model
3. Demonstrate understanding of ESE's CCR model by imagining and identifying specific SL activities that foster career awareness, career exploration and career immersion

Presenters: Anne Thidemann French, Service-Learning Coordinator, North Adams Public Schools; Jennifer Munoz, Program Manager, Growing Healthy Garden Program of the Nutrition Center

B6 Achieving Organizational Readiness to Maximize the Impact of Skills-Based Volunteering

Skills-based volunteering is on the rise in Corporate America. Today, 54% of companies are offering skills-based volunteering opportunities for their employees, which is great news both for the companies that realize the benefits of a more engaged workforce and for nonprofit organizations that benefit from increased operational capacity and exposure to potential corporate partners. However, without appropriate organizational readiness and understanding of manageable project scope, a potentially fruitful skills-based volunteer experience can easily miss the mark. Please join Common Impact for an interactive session during which we will discuss the benefits of engaging skills-based volunteers, how to achieve both organizational and project readiness, and work through the project scoping process with attendees.

At the end of the session, participants will be able to...

1. Understand the benefits of skills-based volunteering as a tool to build organizational capacity and engage corporate employees
2. Evaluate the readiness of their organization to effectively utilize skills-based volunteers
3. Identify and scope compelling projects that meet a high-priority functional need for an organization while also engaging skills-based volunteers.

Presenters: Amy Daigle, Director, Operations, Common Impact; Robert Kordenbrock, Director, Consulting, Common Impact

B7 Holistic and Nurturing Approach to Volunteer Recruitment and Retention

Volunteers are absorbed into the an agency's community at the very early phases of recruitment when they sign up at an event, info session, or are invited for a first interview. From that moment on, the agency has a chance to nurture capacity and holistically invest in their success directly impacting retention. This session recognizes that a volunteer is more than a resource and provides ways to be about being mindful of their individual story as well as multiple techniques and examples of how to holistically train, revise, and revive volunteers.

At the end of the session, participants will be able to...

1. Identify areas of volunteer program that would benefit from holistic practice
2. Understand how to nurture capacity of volunteers
3. Increase retention by implementing new R's: revising and reviving

Presenter: Amrith Fernandes Prabhu, Volunteer Manager, The Center for Hope and Healing, Inc.

B8 Tools for Successful Recruitment, Training, and Stewardship to Develop Long-Term, High Quality Volunteers

Every nonprofit would love high quality and long term volunteers. They help a program save costs, staff time and deepen impact. But how do you get these elusive volunteers? In this session, you will learn techniques that help you to recruit, train and steward high quality and long term volunteers. We will be learning tools to creating an effective marketing campaign, tips for quality and efficient trainings, and ideas for volunteer appreciation and support. Leave the workshop with new ideas, techniques and ready to invigorate your own programs.

At the end of the session, participants will be able to...

1. Apply key concepts of volunteer recruitment tips to their own marketing strategies.

2. Utilize tips for volunteer trainings and stewardship to implement improvements in their own programs.
3. Identify the key components to creating high quality and long term volunteers.

Presenters: Meghan Schafer, Playspace Program Director, Horizons for Homeless Children; Casey Zink, Playspace Program Director, Horizons for Homeless Children

B9 Make Your Voice Heard: Enhance Your Service With Advocacy: Eliminate Root Causes of Social Problems

Volunteers and others can make a major difference in how state house lawmakers view issues, as well as their real-life consequences for individuals and communities. This workshop highlights how easy it is to use your first-hand experience and observations to influence decision makers' thinking and votes. Information and discussion focuses on: demystifying the lawmaking process; the major effect all of us can have when we contact our lawmakers through emails or phone calls; key times to speak up to have the most impact; ways to overcome reticence and discomfort to get involved with advocacy.

At the end of the session, participants will be able to...

1. Know the steps of the Massachusetts legislative process and how to make their voice heard.
2. Identify the key role constituents can have in influencing lawmakers' thinking and votes
3. Feel empowered to share opinions with lawmakers thru emails, phone calls, in-person meetings, and letters to the editor/blog entries

Presenter: Miriam Stein, Advocacy Consultant; author, *Make Your Voice Matter With Lawmakers: No Experience Necessary*, Stein Consulting

B10 A Culture of Giving Back: Benefits and Strategies for Engaging Volunteers in Their Local Communities

During this session, participants will learn strategies, based on the Jumpstart model, for best engaging volunteers in service to their local communities as well as heightened benefits of local impact. The session will also explore ways to leverage local volunteers to orient peers to the service community. Additionally, the presenters will discuss successful motivation strategies, ideas for appreciating volunteers, and an open dialogue about volunteer engagement.

At the end of the session, participants will be able to...

1. Leverage local volunteers to serve within their home communities
2. Apply new strategies to support and appreciate volunteers throughout their term of service.
3. Maximize volunteer impact through proper orientation, peer learning, and high-quality coaching.

Presenters: Julie Fitzpatrick, City Program & Site Manager - Worcester, Jumpstart; Melissa Chandonnet, City Program & Site Manager - Merrimack Valley, Jumpstart

B11 Relationship-Based Teambuilding for Volunteers

This session will provide examples of how the Commonwealth Corps and Massachusetts Promise Fellowship build a sense of team across two levels: 1) among supervisors and volunteers/service members within sites and 2) across multi-location/statewide teams. Both programs use a variety of tools to structure and support relationship building in scattered-site programs. Whether you're looking to improve supervisor/supervisee relationships within one site, strengthen group dynamics across sites, or think broadly about fostering a sense of team, come hear our promising practices and share yours. Participants will assess their areas of strength, opportunities for growth, and how they can apply these resources to their work.

At the end of the session, participants will be able to...

1. Identify key opportunities for fostering relationship building in a service program.
2. Identify their areas of strength and opportunities for growth around building a sense of team within volunteers in their program/agency.
3. Apply promising practices from the presenters to their own programming, as relevant.

Presenters: Susanna Flug-Silva, Commonwealth Corps Program Manager, Massachusetts Service Alliance; Colleen Holohan, Director, Massachusetts Promise Fellowship; Amy Mulvena, Commonwealth Corps Program Assistant, Massachusetts Service Alliance

B12 (Part II) Achieving Greater Service Member Impact Through Civic Reflection

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