Engaging the Public

Empowering Board Members, Volunteers, and Advocates

October 26, 2010

A Practitioner's Perspective
Russ Akina, CPRP
Director of Parks and Recreation
City of Logan

ENGAGE

- Why Empower Board Members, Volunteers, and Advocates?
- How to Empower Board Members, Volunteers, and Advocates?
- When to Empower Board Members, Volunteers, and Advocates?

EMBRACE

Support, Orient, Train
- Have a solid support, orientation, and training plan

Don't forget HUMAN CONTACT
- Keep people informed; share the agency's vision

EMPOWERMENT THAT CONNECTS WITH AGENCY'S DESIRED OUTCOMES.

- What are you (the agency) trying to achieve?
- Recognize various capacities associated with board members, volunteers, and advocates.
- How does empowerment forward your agency's mission?

Helping Board Members, Volunteers, Advocates to Succeed

ORIENTATION
- Provide scope of work.

TRAINING
- Provide tools needed for success and to meet anticipated outcomes.

SUPERVISION
- Demonstrate confidence and leadership; be a good listener, follow-up on inquiries.

EFFECTIVE LEADERSHIP AND SOUND MANAGEMENT SKILLS BUILD PRODUCTIVE, SUCCESSFUL BOARDS, VOLUNTEERS, AND ADVOCATES.

RECOGNITION

- Official recognition for volunteers is meaningful and appreciated.
- Recognition takes many forms.
  - A "thank you" posted on the agency website.
  - An individual certificate of appreciation.
  - A letter of thanks shared with agency officials.
  - Personal recognition at a banquet, public hearing, or special event.

van der Smissen, B., Moiseichik, M., & Hartenburg, V.J. (2005). ***Management of Park and Recreation Agencies***. National Recreation and Park Association, Ashburn VA

Empowering Board Members, Volunteers, and Advocates

For Success:

- Provide clear descriptions and anticipated outcomes.
- Plan in advance and provide ample time for people to digest information.
- Provide projects, programs, and services for citizens/stakeholders to "engage".
- Use agency marketing plan to execute.

Summary

- Empowering Board Members, Volunteers, and Advocates.
- Solicit, Orient, Train, and Support Board Members, Volunteers, and Advocates.
- Empowerment comes from good leadership and sound management skills.
- Helping Board Members, Volunteers, and Advocates to succeed sustains engagement.
- Recognize participation and achievement, record and maintain moments of success.
- Evaluate to ensure desired outcomes are met.

RECORD AND MAINTAIN SUCCESS STORIES TO CULTIVATE FUTURE BOARD MEMBERS, VOLUNTEERS, AND ADVOCATES FOR CONTINUED ENGAGEMENT.

Evaluation

Why?

To ensure the agency is meeting its anticipated outcome.

How?

Written review, oral interview, peer review, SWOT analysis, customer feedback.

When?

Evaluation should be conducted at the end of the event.