

Neighborhood Services Training 2013

Organizational Success: How to Engage the Community

July 29, 2013 – Agenda

- I. Introductions
- II. Training Session - Organizational Success: How to Engage the Community
 - A. Goal of Training
 - B. Identify Your Audience
 - C. Why Engage
 - D. Meaningful Meetings
 - E. Recruitment Plan
 - F. Engagement Strategies
 - G. Keeping them Engaged
 - H. Make it Easy To Participate
 - I. Ideas for Engaging Next Generation Leaders
 - J. Show Off!
- III. Questions and Answers
- IV. Wrap up

Current Volunteer Opportunities

	Short Term Commitment	Medium Term Commitment	Long Term Commitment	One Term Commitment	Notes and Ideas:
During 9-5 Business Hours					
Can be done in evenings or weekends					
Can be done during school breaks					
Can be done Offsite					

Questions to Consider:

- 1.) Why does our neighborhood association want to recruit more resident volunteers?
 - 2.) What role do resident volunteers currently play in the association and what role could they play?
 - 3.) What are barriers to residents participating with your association?
 - 4.) Do we offer new and challenging opportunities that utilize technology?
 - 5.) Do we provide opportunities for resident volunteers to learn?
 - 6.) Do we allow residents to be creative with projects and empower them to make decisions?
 - 7.) Do we provide various options and flexibility to get a task complete to focusing on the end result?
 - 8.) Do we offer any team based or group volunteer opportunities?
 - 9.) Is volunteering with your association fun?
-

My goals for this coming year regarding resident recruitment and engagement are...

1.)

2.)

Engagement and Recruitment Plan				
Strategy	Tasks to Implement/Things Needed	Timeframe for Implementation	How will I measure success?	Potential Challenges

Engaging Next Generation Leaders in Your Neighborhood

	Values	Characteristics
Generation X (Born 1965-1980)	<ul style="list-style-type: none"> • Contribution • Feedback and recognition • Time with a mentor/supervisor • Flexibility • Work/life balance • Quality outcomes and performance 	<ul style="list-style-type: none"> • Adaptable • Independent and self reliant • Productive • Comfortable with authority but not impressed with titles • Technically competent • Dislike being micromanaged
Generation Y (Born 1980-1994)	<ul style="list-style-type: none"> • Self expression • Life enjoyment • Social and family relationships • Respect is earned • Change • Diversity • Flexibility • Relaxed work environment 	<ul style="list-style-type: none"> • Adapt rapidly • Crave change and challenge • Committed and loyal when dedicated to an idea • Global in perspective • Multitasking • Active involvement • Like to work in teams • Like everything now • Question authority • Feeling of entitlement
Generation Z (Born 1994-2004)	<ul style="list-style-type: none"> • Individualism • Technology • Everyone is equal • Socially responsible corporations and products 	<ul style="list-style-type: none"> • Challenge in interpersonal Communication • Self discovery important • Multitasking • Self directed • Communicate and have interpersonal relationships via technology

Ideas to Engage Next Generation Resident Volunteers:

- Provide events or connection opportunities for new young professional residents to learn about the history of the neighborhood and existing association events from older residents
- Provide networking opportunities for residents to connect with other residents, local businesses, community leaders, etc.
- Provide opportunities for new residents to voice comments and opinions about neighborhood plans and efforts. Include opportunities for them to participate in the efforts as a "first date" to the association
- Create a young professionals group or up-and-coming leaders group to connect residents together and give them ownership in a neighborhood project
- Utilize neighborhood events as recruitment tools to highlight the activities of the neighborhood association, the skills needed for future projects, and ways to connect with after the event
- Provide leadership opportunities for younger residents.