

**YALSA Board of Directors – Annual 2018
Micro-Volunteer Opportunities
Item #32**

**YALSA Board of Directors Meeting
ALA Annual Conference,
New Orleans
June 22-26, 2018**

Topic: YALSA Micro-Volunteer Opportunities

Background: At Midwinter 2018 Board Document 28 “Expanding Member Engagement” was discussed. Contained in this document were proposed next steps from the 2016 Board Document “Evolving Member Engagement Opportunities”. In these documents one of the suggested next steps is to “Flesh out a vision for implementing and maintaining a micro-volunteering model for certain types of association work, including how members can self-identify interests so that YALSA can target them when matching opportunities arise.” At the time of Midwinter 2018 this step was not executed. Out of this discussion the Board came to a consensus to develop a model for a micro-volunteering structure. The Advocacy Standing committee is presenting the information below for the Board’s consideration.

Action Required: Discussion

Rationale:

Recently YALSA’s Selection Lists have transformed from in-person committee meetings to virtual blogging teams to give an opportunity for members to become involved in these groups who may not have the funds to travel to conferences. Staying on this trend YALSA wants to be able to afford a more diverse group to become involved in the association while considering member restraints concerned with time, finances, and interests in the field. Along with this, there are many micro-volunteer opportunities now available throughout the year in contrast to the volunteer forms only going out twice a year. YALSA must not only make members aware of these opportunities, but also be able to match them to the opportunities in a timely and efficient manner.

Overview:

Current standings on opportunities and how they are matched to YALSA members:

-Currently YALSA’s Get Involved page has volunteer opportunities broken down into five categories under “Ways to Participate”. These categories are: Connect, Learn, Participate, Share, and Support. At Midwinter 2018 the board discussed moving to a model for volunteer opportunities based on time commitments and exploring how our existing opportunities could fit into these time conscious opportunity breakdowns.

-Members are notified about volunteer opportunities in YALSA through eNews, social media, YALSA blog, and word of mouth.

-Potential volunteers can fill out the volunteer form on the YALSA site twice a year. These filled out forms are then placed on a spreadsheet and shared with the President-Elect who appoints positions.

Proposed Changes/Additions:

Rebrand opportunities:

-Change descriptions of volunteer opportunities so they are based on time commitments rather than type of work they surround (Connect, Learn, Participate, etc.). This rebranding would afford us a new marketing opportunity for the volunteer positions. A webpage update would need to be made along with a new infographic.

Proposed time centered levels:

Level	Description	Opportunities
MICRO	Can you spare a minute or two? If you only have time enough to tweet or help unpack boxes at a YALSA event this is your option.	<ul style="list-style-type: none"> -Read & comment on the latest in library services for and with teens & YALSA at YALSAblog -Network with fellow members on YALSA’s social media pages. -Participate on a YALSA E-chat with YALSA’s President. -Advocate for youth services in your community and share what you did on the blog.
MINI	Want to get involved, but you’re only looking for a one-time opportunity? Represent YALSA at a local conference or look for opportunities to participate on a special task.	<ul style="list-style-type: none"> -Set up a YALSA table at your local conference. -Host a YALSA meet-up with other local YALSA members. -Recommend a title for selection and awards lists. -Volunteer to host a Twitter chat about a teen services topic
MEDIUM	Have time to be a part of YALSA, but only have a few months? There are a number of ways to be a part of the	<ul style="list-style-type: none"> -Join a virtual task force or jury. -Set up an interest group and trade ideas

	division without having to dedicate tons of time.	with fellow members. -Take part in a resource retreat. -Submit a piece to one of YALSA's journals. -Become a YALSA presenter.
MEGA	Do you want to get super involved? Have a year or two or three? This is your choice. Award and selection committees or YALSA Board are calling for you!	-Be on YALSA Board. -Apply to be on an Awards Committee. -Get involved on Committees and Advisory Boards.

YALSA Classifieds Section

-Create a page on YALSA's website called "YALSA Volunteer Classifieds" that is constantly updated with new micro-opportunities that pop-up throughout the year. Since the opportunities no longer follow the twice a year model we can have a whole page dedicated to the ever-changing list of opportunities. These listings can link directly to a volunteer form that specific opportunity.

Leverage ALA Connect

-With the newly released ALA Connect YALSA has asked to be part of a new feature called "Volunteer Match" that would match members to volunteer opportunities they would find most interesting. As of Annual 2018, there has been no news of the release of Connect's "Volunteer Match".

Create YALSA Volunteer Quiz

-Design an online quiz that would ask members specific questions about their interests, what they like to do, how much time they can dedicate to YALSA, etc. Their answers can then match them to either a specific opportunity or a type of opportunity depending on the volunteer descriptions YALSA keeps. This is something that can always exist on the Volunteer pages so garner interest in volunteering.

Volunteer Database

-This would call for a database of members who have filled out forms and for what positions they were interested. By keeping this database YALSA will be able to track who is appointed to what and thus be able to offer positions to people who have filled out the form and have yet to be appointed. Many members have shared that they have applied for many volunteer opportunities and are never chosen.

Fiscal Implications:

-Many of the above proposed changes/additions would need staff time and web development to create.

Questions to Consider:

- Do we wait for ALA Connect's "Volunteer Match"?
- How do we make ALA aware of the need for this tool?
- How do we make our members more aware of these opportunities in general?
- Are there other areas of YALSA where micro-volunteering opportunities are available?
- Are there other ways to make members aware of these opportunities?
- How do we encourage members to become more involved in YALSA?

Additional Resources

- Annual 2016 Board Doc
<http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/MemberEngagement.pdf>
- Midwinter 2018 Board Doc
http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/MemberEngagementOpps_MW18.pdf
- PowerPoint Slides showing YALSA committees' transition to accommodate new types of member engagement,
http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/Restructuring_Before_After.pptx
- Get Involved with YALSA
<http://www.ala.org/yalsa/getinvolved/getinvolved>
- Micro-Volunteering Day
<http://www.microvolunteeringday.com/>
- How Micro-Volunteering Builds Association Ownership
<https://associationsnow.com/2013/10/how-micro-volunteering-builds-association-ownership>