

# Volunteer Mobilization

## VOL.MOB 201

### Course Overview

---

*Volunteer Mobilization* is a 12-week online course which orients VISTAs to the field of volunteerism and volunteer program planning. In this introductory course, VISTAs will learn about planning and implementing recruiting, screening and training strategies that can be applied to their VISTA site. As students participate in the course, completing assignments and quizzes along the way, they will build knowledge and skills in volunteer mobilization.

### Prerequisite

---

Students must be officially sworn-in as VISTA members.

### Course Objectives

---

By the end of the course you will be able to:

- Identify and describe the current landscape of volunteerism
- Align volunteer mobilization strategies with organizational needs
- Develop tools to recruit, match & train volunteers

### Course Features

---

**Course modules:** The course has 4 modules, including an introduction to the course expectations and use of online technology. Each module includes various activities, including:

- **Quizzes:** These open-book quizzes will assess your comprehension of the course readings and materials.
- **Worksheet Assignments:** These assignments allow you to apply the course materials to plan and strategize a specific volunteer mobilization task.
- **Work Product Assignments:** These assignments allow you to create and develop original materials and products for mobilizing volunteers at your site.

### Course Text

---

All course readings are from:

McCurley, S. & Lynch, D. (2011). *Volunteer Management: Mobilizing All the Resources Of the Community*. Plattsburgh, NY: Interpub Group Corporation

## Course-at-a-Glance

---

### MODULE 1: INTRODUCTION TO VOLUNTEER MOBILIZATION

#### Week 1: Who Volunteers & Why?

*Readings:*

- Course Syllabus
- An Introduction to Volunteer Involvement (McCurley, S. & Lynch, R.)
- Volunteering in America website

*Activities:*

- Create and customize your Moodle profile page
- Webinar: Introduction to Volunteer Mobilization

#### Week 2: Determine What Your Organization Needs

*Reading:*

- Creating Motivating Volunteer Positions (McCurley, S. & Lynch, R.)

*Activity:*

- Worksheet: Volunteer Position Description

#### Week 3: Create a Position Description

*Activity:*

- Work Product: Write a Volunteer Position Description

### MODULE 2: VOLUNTEER RECRUITMENT

#### Week 4: Recruitment Strategies

*Reading:*

- Recruiting the Right Volunteers (McCurley, S. & Lynch, R.)

*Activity:*

- Quiz: Volunteer Recruitment

#### Week 5: Recruiting Volunteers For Your Site

*Activity:*

- Worksheet: Recruitment & Communication Strategies

#### Week 6: Develop & Deliver Your Message

*Activity:*

- Work Product: Marketing Plan & Recruitment Message

### MODULE 3: SCREENING & MATCHING

#### Week 7: Qualities of an Effective Screening & Matching System

*Readings:*

- Matching Volunteers to Work (McCurley, S. & Lynch, R.)
- Risk Management (McCurley, S. & Lynch, R.)

*Activity:*

- Quiz: Volunteer Screening & Matching Strategies

**Week 8: Designing an Effective Screening & Matching System**

*Activity:*

- Worksheet: Screening & Interviewing

**Week 9: Develop Protocols**

*Activity:*

- Work Product: Screening & Interviewing Protocol Template

**MODULE 4: SUPPORTING VOLUNTEERS: ORIENTATION & TRAINING**

**Week 10: Elements of an Effective Volunteer Support System**

*Readings:*

- Preparing Volunteers for Success (McCurley, S. & Lynch, R.)
- Keeping Volunteers on Track (McCurley, S. & Lynch, R.)

*Activity:*

- Quiz: Volunteer Support Systems

**Week 11: Prepare for Orientation & Training**

*Activity:*

- Worksheet: Orientation & Training

**Week 12: Begin to Develop a Support System**

*Activity:*

- Work Product: Orientation Outline & Training Plan

**NOTE:** Weekly activities are due on Sunday at 11:00 p.m.

## Course Completion & Grading Criteria

Successful participation and completion of this course will be assessed in the following ways:

- Webinar Attendance and Forum Participation – 5% of total grade
- Quizzes (3 total) – 15% of total grade
- Worksheet assignments (4 total) – 30% of total grade
- Communications assignments (4 total) – 50% of total grade

A total of 200 points are available in this course. To pass this course, you must earn a minimum of 140 points, or 70%. The *Course Activity Checklist* details the individual point values and due dates for all activities. In addition, you will receive detailed criteria outlining how the written assignments will be assessed.

To pass the course you **must** complete:

- 4 Work Products

## Course Expectations

---

As a participant, you are expected to:

- Read all assigned articles and other materials
- Complete and submit all activities by the due dates
- Contact the facilitator if you have questions about the materials or assignments that keep you from completing them

You can expect the course facilitator to:

- Read all your assignments and questions carefully and thoughtfully and respond as promptly as possible
- Answer any specific questions within 48 hours

### Communication

There are two ways to interact with your facilitator:

1. Via the forums
2. Via a message in the VISTA Campus Quickmail system

*Please use the VISTA Campus Quickmail message system to contact your facilitator, instead of personal email, Facebook, or other forms of messaging.*

## Course Rules & Guidelines

---

**Academic honesty and integrity:** All work submitted in this course must be your own. All sources used in your work must be properly acknowledged and documented. Violations of academic honesty will be taken seriously and may result in a failing grade in the course.

**Course conduct:** In the interest of promoting a positive learning environment, students are expected to observe the following guidelines for personal conduct:

- Share only items and comments that are pertinent to the discussion topic
- Be respectful of diverse opinions and experiences; disagree respectfully
- Use discretion when sharing experiences and names of individuals directly from your VISTA assignment

**Assignment due dates:** Weekly activities are due on Sunday at 11:00 p.m. See the Course Activity Checklist under Courses Resources on the home page for a list of assignments and corresponding due dates.

**Policy for late work:** Students are responsible for locating and completing all the activities in the course. Active participation is also expected on a weekly basis. See the *Course Activity Checklist* for activity due dates. Activities will be due every Sunday night in order to stay on track to meet your fundraising goal. You must give prior notice and receive permission from the facilitator in order to turn in work past the due date, up to 10 days. Every day an activity is late, without prior notice and permission, will result in the loss of 1 point (for example, if your activity is 3 days late, you will lose 3 points). After 10 days, you will automatically receive a score of 0.

## Minimum Technical Requirements

---

The VISTA Campus is viewed best at 1024 x 768 pixels or higher resolution on your monitor, a DSL Internet connection or faster, and using one of the following web browsers:

- Mozilla Firefox ([Get the latest Firefox](#))
- Microsoft Internet Explorer 7 or above ([Get the latest Internet Explorer](#))
- Safari ([Get the latest Safari](#))

The Campus also uses the following media players:

- PDF reader: [Get the latest Adobe Acrobat Reader](#)
- Flash player: [Get the latest Flash Player](#)

## Accessibility

---

The VISTA Campus is accessible to Section 508 and WCAG Level II guidelines. This includes accessible PDF, MS Word, and MS Excel documents. Alternative text tags have also been added to website images as needed, as well as alternate content provided for multimedia files.