

*Building the Bridge:  
Tools and Resources to Enrich Volunteer  
Engagement*

**Skills-Plus:**

Bridging Volunteer Experience to Career Development

## *Objectives of Workshop*

1. Introduce the **Skills-Plus Tools**
2. Situate skills and competency development within community investment programs
3. Provide background and context
4. Define key terms
5. Test out tools and resources

## *1. Introducing Skills-Plus Tools*

- **The Skills-Plus Tools** are part of the series, Building The Bridge: New Strategies to Engage Today's Volunteers
- The tools respond to the research findings in “Bridging the Gap – Enriching the Volunteer Experience to Build a Better Future for Our Communities”, as well as other research carried out by leading corporations in the field

## Purpose of Skills-Plus Tools

The purpose of Skills-Plus is to facilitate the linkage between volunteer experience and occupational core competencies so that:

- Nonprofits can structure volunteer opportunities to access workplace skills and competencies
- Workplaces can strategically support employee volunteers to meet community and competency-development goals
- Both non-profits and workplaces can use the tool as the basis to define and measure benefits, value and the return on investment (ROI) of employer-supported volunteering

## What are the Skills-Plus Tools?

- A Volunteer Opportunity Template
- 19 Sample Volunteer Opportunities
- A Competency Matrix
- A Community Investment Scenario
- A Skills-Based Volunteering Card Game
- A Training Resource for workplaces, employees and nonprofit organizations on the purpose and use of the tool

# Skills-Plus Tools

## *2. The Community Investment Committee: Decision-Making Grid*

**The Community Investment Committee** meets once a month to review the requests received from community organizations for donations, sponsorships, gifts-in-kind, pro-bono services, and employer-supported volunteering. Today you are meeting to review the decision-making grid.

### *3. Background and Context: Volunteering as Professional Development*

**91%** of Human Resource Managers believe that incorporating skills-based volunteering would provide valuable employee training and development

**16%** of companies regularly, intentionally offer these opportunities 2008 Deloitte Volunteer IMPACT Survey



## What Employees Have Told Us

- Employer-supported volunteers tend to want more focused, skills-based volunteer opportunities
- Many like to measure their efforts and know if the time they have contributed has been worthwhile
- Yet, many want their volunteering to be completely different from their worklife “I don’t necessarily want to volunteer in what I do all day at work”

Bridging the Gap: Enriching the Volunteer Experience to Create a Better Future for our Communities, Carleton University on behalf of Volunteer Canada and Manulife Financial (2010)

## Broadening from skills to a competency-based approach

- Interpersonal 66%
- Communication 45%
- Organizational 39%
- Increased knowledge 34%
- Fundraising 32%
- Technical or office 25%

2007 Canada Survey of Giving, Volunteering and Participating, Statistics Canada, Imagine Canada, Volunteer Canada

## *4. Key Terms*

### **Employer-Supported Volunteering (ESV)**

A broad range of corporate policies and practices that companies use to actively encourage and support employee volunteering.

## Skills-based Volunteering

A strategic type of volunteerism that incorporates a range of skills to strengthen the operations and services of nonprofit organizations.

([www.handsonnetwork.org](http://www.handsonnetwork.org))

## Competencies: Broader than skills

A combination of skills, knowledge, abilities, qualities and attitudes that allow employees to optimally perform their jobs

...**PLUS**, add value to the workplace and the community.  
The Skills-Plus tools clearly link employee competencies with volunteering

## Occupational Alignment

- National Occupational Classification (NOC) is Government of Canada standard

<http://www5.hrsdc.gc.ca/NOC/>

*Example:*

**0611** Sales, Marketing and Advertising Managers  
(link to social media opportunity)

## *5. Testing Tools: Skills-Based Volunteering Game*

- Choose a card from **RED deck**  
It will have a word describing an occupation of a person for which you will try to think of volunteer opportunities that may be suitable, given the skills and experience they have or want to develop
- If it has one symbol in the corner, think of one opportunity and
- If there are two symbols in the corner, think of two different opportunities.

## Skills-Based Volunteering Game

Choose a card from **BLUE** deck

It will either say:

- “direct”,
- “indirect”, or
- “something completely different!”



## Questions and Thank-you!

"The highest reward for a person's toil is not what they get for it, but what they become by it"

– *John Ruskin*

The Skills-Plus Tools are available at:  
(Link)

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- For more information: Pspeevak-sladowski@volunteer.ca