



# Volunteer Services Year in Review

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Director of Volunteer  
Services



# NATIONAL VOLUNTEER APPRECIATION WEEK

APRIL 15-21, 2018

Cleveland Metroparks celebrates for the 24th consecutive year

- Thank You banners throughout 18 reservations and Zoo
- Thank You card with coupons to enjoy Cleveland Metroparks amenities
- Special Gift: Blazing Star seed packet



  **VOLUNTEERS**



**4587 VOLUNTEERS**  
**124,632 HOURS DONATED**

## 2017 YEAR IN REVIEW

VOLUNTEER TYPE	# OF VOLUNTEERS	HOURS DONATED
Long Term	1,520	108,892
Group & Service Project	3,067	15,740
<b>TOTAL</b>	<b>4,587</b>	<b>124,632</b>



## VALUE OF VOLUNTEER TIME – INDEPENDENT SECTOR

### ESTIMATED NATIONAL VALUE

\$24.14/hour

### ESTIMATED STATE OF OHIO VALUE

\$22.99/hour

## ADDED VALUE FOR CLEVELAND METROPARKS VOLUNTEERS

# \$2,865,290

*Independent Sector is the only national membership organization that brings together a diverse set of nonprofits, foundations, and corporations to advance the common good. The value of volunteer time is based on the hourly earnings (based on yearly earnings provided by the Bureau of Labor Statistics) for the national average. Independent Sector indexes this figure to determine state values and increases it by 12 percent to estimate for fringe benefits.*

## 2017 COMPARISON WITH OTHER AGENCIES

<b>Park Name</b>	<b>Volunteer Hours</b>	<b># of Volunteers</b>	<b>Approx. Acres</b>
Cuyahoga Valley National Park	204,244	7,027	33,000
<b>Cleveland Metroparks</b>	<b>124,632</b>	<b>4,587</b>	<b>23,000</b>
Lake Metroparks	61,000	3,060	8,900
Columbus & Franklin County Metro Parks	35,685	878	28,000
Summit Metro Parks	24,261	1,160	14,000

**NOTE:** Varying methods were used to calculate volunteer data. CVNP includes volunteer hours from four partner organizations: Conservancy for CVNP, Cuyahoga Valley National Park/National Park Service, Cuyahoga Valley Scenic Railroad, and Countryside Conservancy. Also included is volunteer travel time, whereas we calculate only time spent volunteering.

# PAST YEAR COMPARISON

	2016	2017
<b># of Volunteers</b>	4,711	4,587 (-2.6%)
<b>Volunteer Hours</b>	126,452	124,632 (-1.4%)

## LONG TERM VOLUNTEERS

	2016	2017
<b># of Volunteers</b>	1,547	1,520
<b>Hours donated</b>	108,354	108,892
<b>Average hours per volunteer</b>	70	72

## GROUPS & SERVICE PROJECTS

	2016	2017
<b># of Volunteers</b>	3,164	3,067
<b>Hours donated</b>	18,098	15,740
<b># of Service Projects</b>	334	324

# GROUPS & SERVICE PROJECTS

## VOLUNTEER SERVICES STAFF

Kate Rivet, Volunteer Engagement Manager

## GROUPS & SERVICE PROJECTS

- 3,067 Volunteers
- 15,740 Hours
- 324 Service Projects



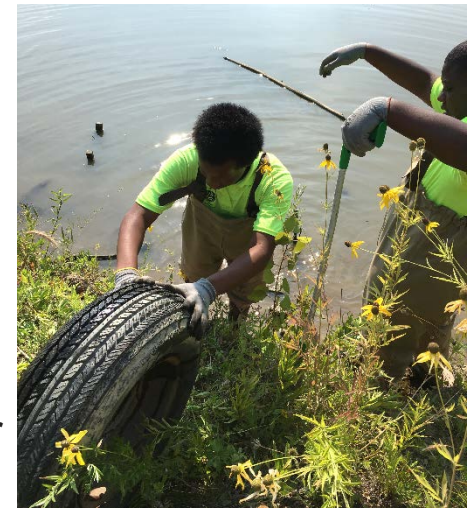
## 2017 HIGHLIGHTS

Streamlined process of connecting volunteer groups with meaningful service projects

- Online Project Request form for groups
- Staff Project Proposal form
- Online waivers

## 2018 INITIATIVES

Working with Marketing & Development to increase volunteer opportunities for corporate sponsors and connect corporate groups with employee giving options





# ZOO VOLUNTEER PROGRAM

## VOLUNTEER SERVICES STAFF

James Bluher, Volunteer Manager  
Karie Hajek, Specialist

## ZOO VOLUNTEERS

- 462 Docent, Service & Teen Volunteers
- 44,333 hours donated

## 2017 HIGHLIGHTS

- Volunteers engaged 306,000 Zoo guests from Jul-Dec (60% of the overall Zoo attendance)
- Needs Assessment led to updating program
- Formed Volunteer Leadership team

## 2018 INITIATIVES

- New training program
- Establish baseline metrics and evaluation tools to better track the impact volunteers have at the Zoo
- Develop a targeted recruitment strategy to increase diversity within the program over the next three years.



# TRAIL AMBASSADOR PROGRAM

## VOLUNTEER SERVICES STAFF

Trail Ambassador Coordinators:  
Becky MacKay, Mike McCormick, Tom  
Laskowski,

## 2017 TRAIL AMBASSADORS

- 234 Volunteers
- 13,628 hours donated
- Interacted with 16,124 park guests
- Assisted park managers by identifying 301 maintenance issues and safety hazards

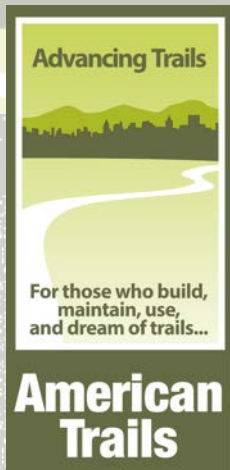
## 2018 INITIATIVES

- Welcoming 65 new Trail Ambassadors into 2018 program
- Move from paper reporting to digital



# Trail Promotion and Education Award

*This award recognizes innovative and successful strategies for promoting and increasing trail use and understanding.*



## Cleveland Metroparks Trail Ambassador Volunteer Program

Volunteers with the Trail Ambassador program help provide an exceptional guest experience by interacting with the public to provide assistance, guidance, and education. The program was developed to provide a unique, outdoor, active, and ongoing volunteer opportunity.

# STRATEGIC INITIATIVES

## 2018

- Launched Volgistics on March 1<sup>st</sup>
  - 50+ employees & 1500 volunteers trained
  - More efficient functionality for communication, scheduling, and reporting
  - Updated online application and waiver for accurate demographic reporting and targeted recruitment
- New volunteer intake process
  - Reduce length of time & eliminate obstacles
  - Increase # of volunteers completing the process
  - Background check all volunteers through automated system
- Updating volunteer webpages
- New award recognition program based on volunteer feedback



# VOLUNTEER INTRODUCTIONS

## JOANN ROMICK

- 35 years of service as a Cleveland Metroparks Zoo volunteer
- Donated more than 3,500 hours
- Docent and dedicated Zoo Ambassador



## JIM OLANDER

- Became an official Volunteer in 2013
- Assisted in the design and building of Ohio & Erie Canal, Royalview, and Bedford mountain bike trails
- Helps organize volunteer work days and participates in designing trail improvements

