

Building Volunteer Engagement: an Online Course for UC ANR Academics and Staff

Resource Guide

In 2016, UC ANR adopted Goal 9 of the division’s [2016-2020 Strategic Plan](#), and committed to growing, supporting, and sustaining UC ANR volunteer programs by improving volunteer management competencies. UC ANR leadership is excited to provide an online course, hosted through [eXtension](#), called *Building Volunteer Engagement*, designed to build and apply these competencies.

As UC ANR academics and staff, you contribute time and effort to make high quality UC ANR volunteer programs available to residents of California. Your on-going commitment to these programs allows the University of California to realize the Extension mission, reaching hundreds of thousands youth and adults annually. Through participating in this ~45 minute course, County and/or REC Directors, Advisors, Community Education Specialists, and others who work with volunteers, will further enhance their capacity to effectively utilize volunteers across UC ANR programs.



This document describes the background of the *Building Volunteer Engagement* course project, identifies learning goals, answers frequently asked questions, and outlines course login instructions.

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Building Volunteer Engagement Background

UC ANR volunteers, numbering 26,000 in 2018, fulfill the teaching and public service role of UC ANR. UC Master Gardener, UC Master Food Preserver, and 4-H Youth Development Program volunteers and others, account for over 2 million face-to-face contacts each year, promoting UC research-based information to the public. *Building Volunteer Engagement* will equip UC ANR staff and academics to develop and manage systems in which volunteers are supported to lead projects, resulting in greater program efficiency and efficacy.

Building Volunteer Engagement Learning Goals

Upon completion of this course, learners should be able to:

- Describe the benefits volunteers provide to programs and organizations
- Identify the roles and responsibilities of those involved in working with volunteers
- Identify the characteristics of an effective volunteer program
- Use the 7-step ISOTURE model to build volunteer engagement

Along the way, learners will assess their own program, using self-guided activities and resources. As a result, course participants will develop a volunteer engagement action plan to enhance volunteer-related assets and address volunteer-related challenges.

Building Volunteer Engagement FAQs

- **Who is required to take the *Building Volunteer Engagement* course?**
 - The course is **required** for all who manage or have authority over volunteer-based programs including County Directors, REC Directors, relevant Advisors, Community Education Specialists.
 - The course is **strongly recommended** for all who interact with volunteers or volunteer-based programs including Advisors who act as a resource to volunteers, Office Managers, and Program Assistants.
- **How often are academics and staff required to take *Building Volunteer Engagement*?**
 - **Current employees** are required to complete the course by December 31st 2019.
 - **New hires/new appointments** are required to complete the course within 3 months of joining UC ANR or accepting a new appointment with UC ANR.
 - **Recertification** is required every 3 years.
- **How do I access the *Building Volunteer Engagement* e-training?**
 - *Building Volunteer Engagement* is hosted through [eXtension](#). Follow the **Building Volunteer Engagement Course Login Instructions** (below) to navigate to the enrollment page.
 - Course login instructions will also be available on the [ANR Learning and Development](#) webpage (under Office and Team Management).

- **Is there a cost associated with *Building Volunteer Engagement*?**
 - *Building Volunteer Engagement* is **FREE** to all UC ANR and UCCE personnel. Follow the instructions below carefully, and enter the appropriate enrollment code, to avoid being prompted to submit payment.
 - Outside organizations and parties can access the course for a fee. Please do not share your enrollment code with non-UC ANR persons or groups.
- **I supervise other UC ANR and UCCE staff. How will I know that they've completed this required training?**
 - Volunteer engagement personnel at the statewide office will routinely provide course completion lists to County Directors, REC Directors and Statewide Programs Directors on a bi-annual basis. Directors can request a report at any time by contacting idevelopsupport@ucanr.edu
- **How long is the course?**
 - *Building Volunteer Engagement* runs approximately 45 minutes. However, learners may decide to invest additional time developing their Volunteer Engagement Action Plan.

Academic literature around volunteerism suggests that intentional development of personnel skills and knowledge of volunteer management and engagement decreases volunteer-related grievances and increases volunteer satisfaction. This course is an important phase in the vital work of better stewarding UC ANR's most numerous population of UC Agents – our volunteers. Thank you for your ongoing commitment to this effort.

Building Volunteer Engagement Course Login Instructions

The *Building Volunteer Engagement Course* is offered in the eXtension Learning Management System (eXtension). This fee-based course is offered free of charge to UC ANR personnel who work with volunteers. Enrollment keys provided below should not be shared outside of UC ANR.

Setting up an eXtension Account

In order to access the course, each individual needs to have an [eXtension](#) account. If you currently have an account, you can login and skip to the next step. If you don't have an account, you will need to create an individual eXtension account using a unique email address. This account can be created at <https://campus.extension.org/>

Accessing the course

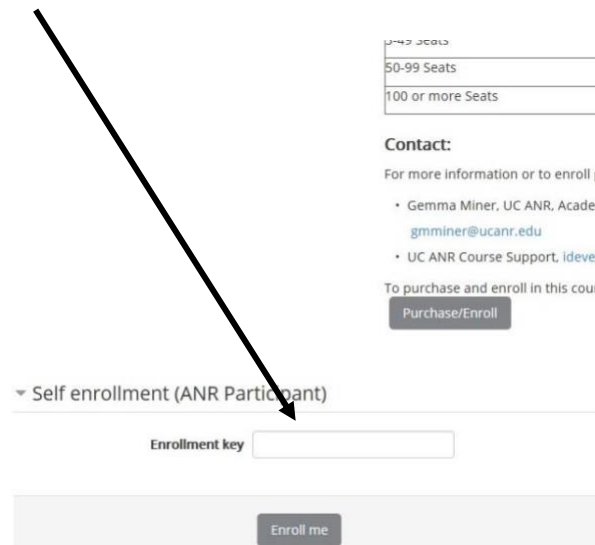
1. Login at <https://campus.extension.org/>
2. Use the Search feature and type: Building Volunteer Engagement or use the following link: <https://campus.extension.org/course/search.php?search=Building+Volunteer+Engagement>
3. Click on the title which is hyperlinked in blue (see below)

Search results: 2



The image shows a search result card for "Building Volunteer Engagement". At the top, there is a blue header with a circular icon containing three people and the text "Building Volunteer Engagement". Below the header is a square image of three people smiling, with the text "Building Volunteer Engagement" overlaid. Underneath the image, there are two lines of text: "ANR Administrator: UC ANR eXtension Tech Support" and "ANR Administrator: Gemma Miner". A large black arrow on the right side of the card points downwards.

4. Scroll to the bottom to the “Self Enrollment” section and enter the appropriate enrollment key from the list below:



The image shows a self-enrollment form. At the top, there is a dropdown menu with three options: "50-99 Seats", "100 or more Seats", and "100 or more Seats". Below this is a "Contact:" section with the text "For more information or to enroll pl" and two bullet points: "• Gemma Miner, UC ANR, Acaderr" with email "gmminer@ucanr.edu" and "• UC ANR Course Support, idevelc". Below this is a "Purchase/Enroll" button. At the bottom, there is a section titled "Self enrollment (ANR Participant)" with a dropdown arrow. Below this is an "Enrollment key" input field and an "Enroll me" button. A large black arrow points from the text in step 4 to the "Enrollment key" input field.

5. Enter your Enrollment Key
Note: The enrollment keys are to help us group participants by UC ANR roles. The following designated roles will be provided support at the state level. UC personnel who wish to complete this course that are not in one of the designated roles, please use the “other UC Personnel” key. Building Volunteer Engagement is available for a fee to non-UC ANR groups and persons. Please do not share the enrollment keys.

ENROLLMENT KEYS ARE CASE AND SPACE SENSITIVE	
Role	Enrollment Key
UC County Directors & Rec Directors	CRDbev
UC Master Gardeners	MGbev
UC Master Food Preservers	MFPbev
UC 4-H	4Hbev
Other UC Personnel	UCPbev

Technical Assistance

- eXtension Login Support Only contact campushelp@extension.org
- Building Volunteer Engagement Technical Support and Questions contact idevelopsupport@ucanr.edu