

# IBM Corporate Service Corps CSC USA 04

NC Commission on Volunteerism & Community Service

## Volunteer Referrals



## Agenda

01

CSC Team

02

Project Objective

03

Project Deliverable

04

Methodology & Plan

05

On-site Project Journey

06

Recommendations

07

Process Improvement Roadmap

08

Administrative Recommendations

09

Anticipated Host Org Changes

10

Questions

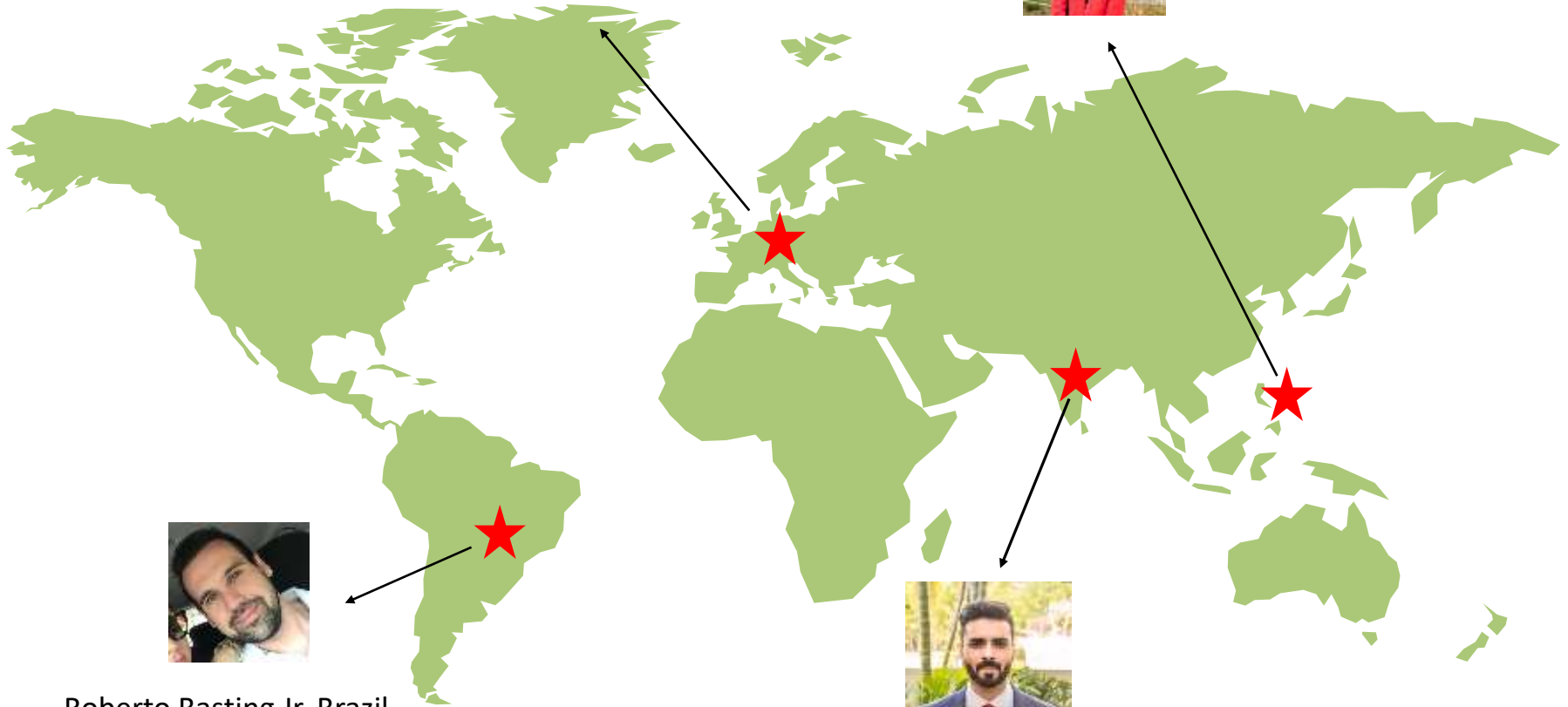
## The Volunteer Referrals Team (Team 03)



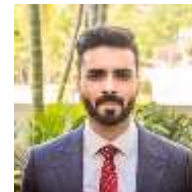
Katrin Nagel, Germany



Linette Antonio, Philippines



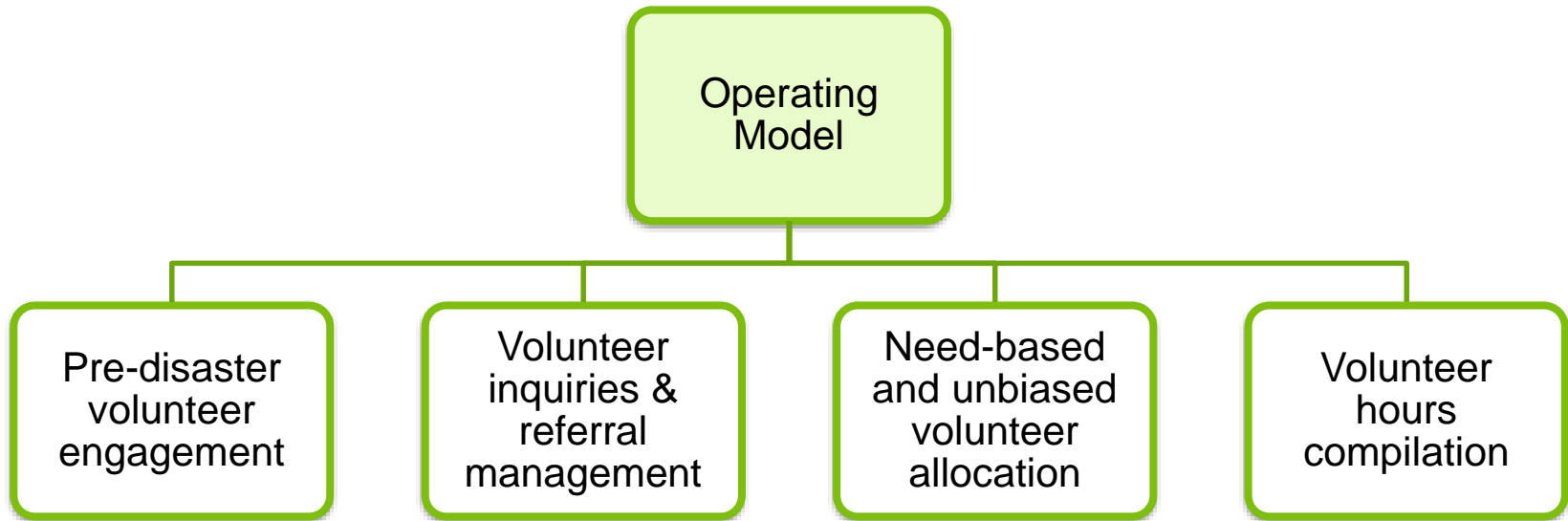
Roberto Basting Jr, Brazil



Kartik Bal, India

## Project Objective

Increase Commission's ability to handle influx of volunteers during a disaster, and leverage those resources to support community's recovery needs



## Project Deliverables

### Organizational

- Revised Project Blueprint
- User-centered design sessions for key stakeholders

### Volunteer Engagement

- Benchmark against other states' volunteer efforts
- Build operating model for deployment at high-impact agencies

### Volunteer Management

- Develop framework for need-based volunteer allocation
- Design an MVP of volunteer management platform

### Presentation & Survey

- Present results to key stakeholders & hold knowledge transfer
- Completion of Joint Immediate Impact Survey

## Methodology and Plan

### Enterprise Design Thinking in Action

Collaborating and building on each other's expertise, ushering a spark of co-creation

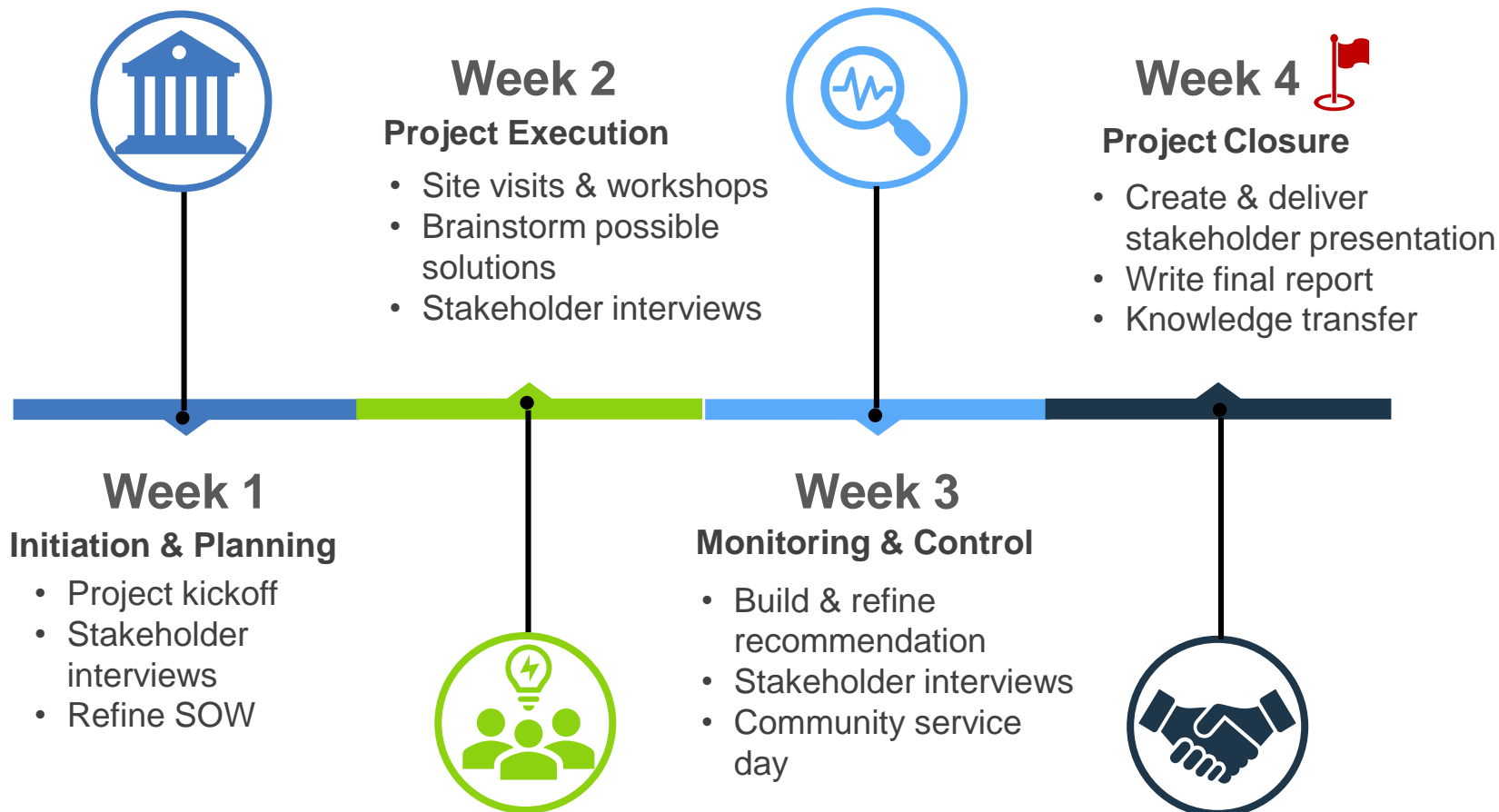


## The Loop drives us

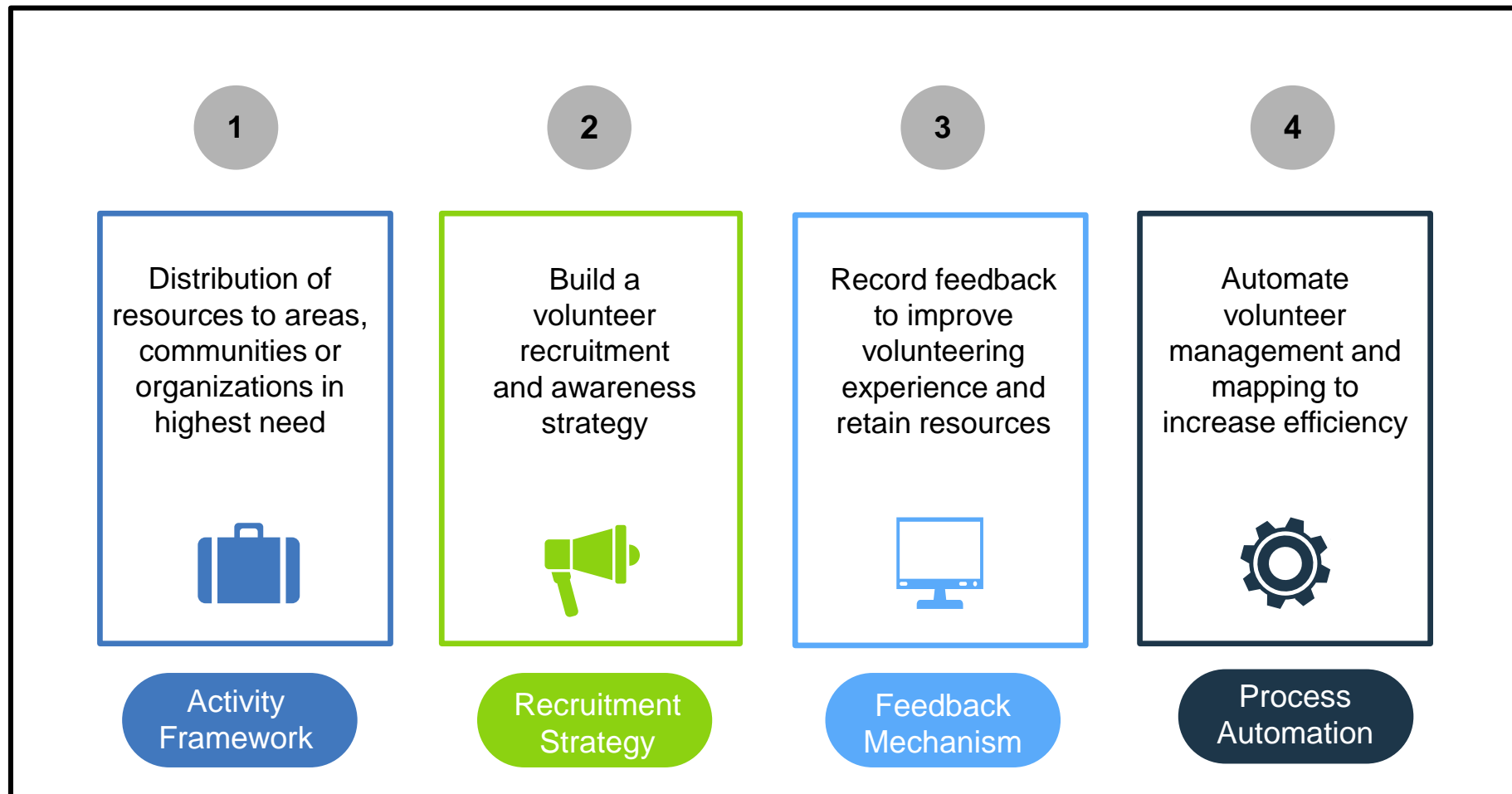
Understand the present and envision the future in a continuous cycle of observing, reflecting, and making.

Observe	Reflect	Make
Immerse yourself in the real world.	Come together and look within.	Give concrete form to abstract ideas.

## 4-Week Journey

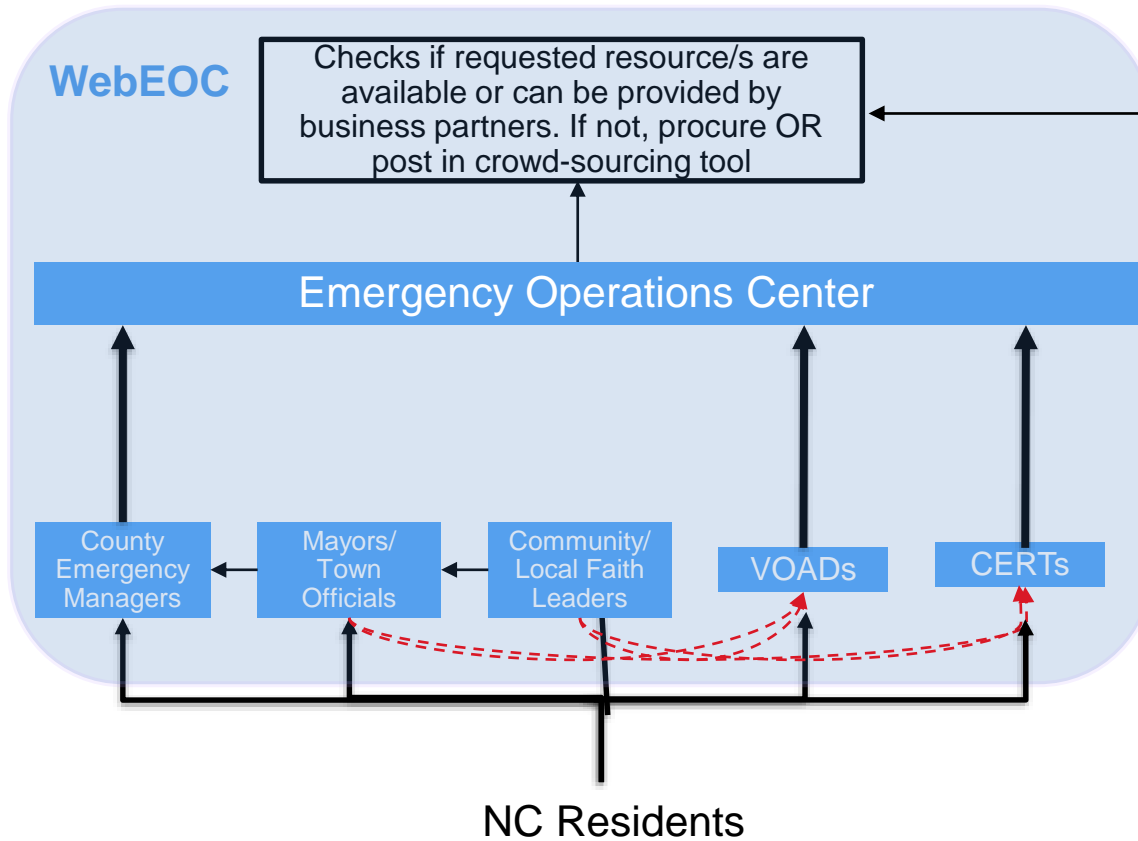


# Recommendations





# 1 Activity Framework

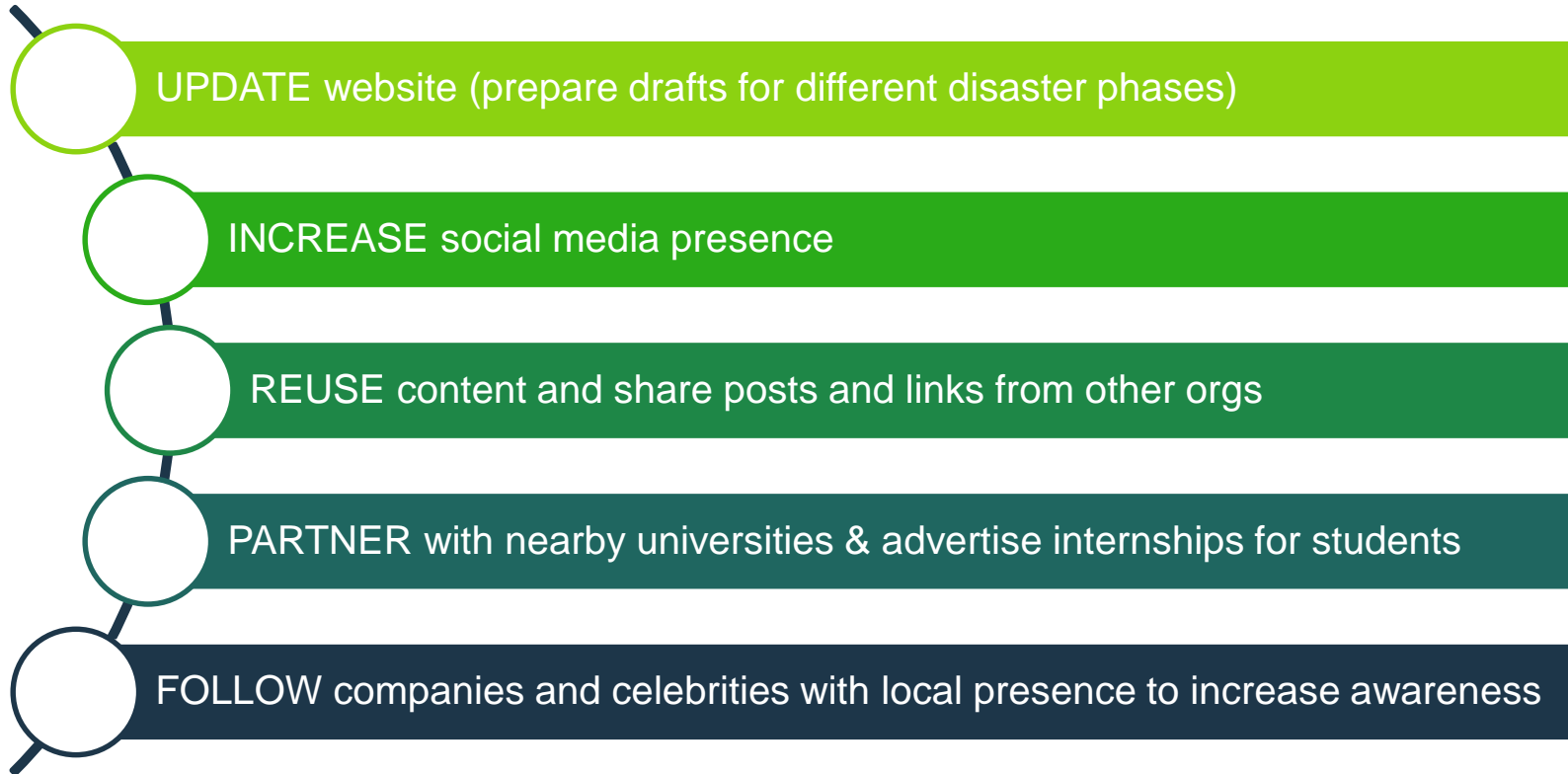


- New tool features:**
- ✓ Allows EOC to post unmet needs raised
  - ✓ Allows anyone to pick an unmet need and fulfill it (via donations or by volunteering to complete a task)
  - ✓ Tracks hours claimed and completed by volunteers
  - ✓ Feedback mechanism built in

## New Tool Options

Tool	Features available/in use	Features that would need to be added/developed
WebEOC Volunteer Management Module	<ul style="list-style-type: none"> <li>• Volunteer management</li> <li>• Donations Management</li> </ul>	<ul style="list-style-type: none"> <li>• Volunteer completion tracking</li> </ul>
NeedsList	<ul style="list-style-type: none"> <li>• Donations management</li> <li>• Volunteer management</li> </ul>	<ul style="list-style-type: none"> <li>• Volunteer completion tracking</li> </ul>
OnCorps	<ul style="list-style-type: none"> <li>• Volunteer management</li> <li>• Volunteer completion tracking</li> </ul>	<ul style="list-style-type: none"> <li>• Donations management</li> </ul>
NC DVAS	<ul style="list-style-type: none"> <li>• Customized solution currently being proposed</li> </ul>	<ul style="list-style-type: none"> <li>• Volunteer management</li> <li>• Donations management</li> <li>• Volunteer completion tracking</li> </ul>

## 2 Recruitment Strategy: Leverage Social Media

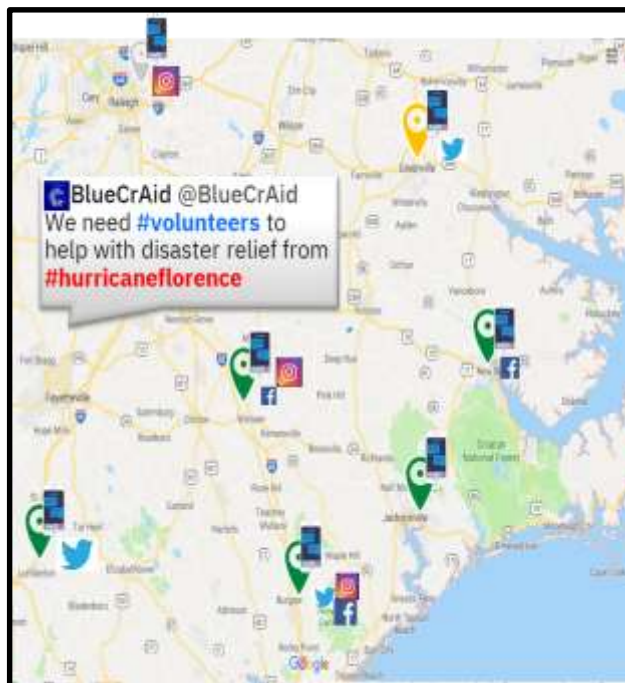


# Possible Solution with BlueCrAid

## BlueCrAid

### Situation during disaster

- Need to **identify and coordinate** with potential volunteers increases
- High activity on social networks and #hashtags become popular

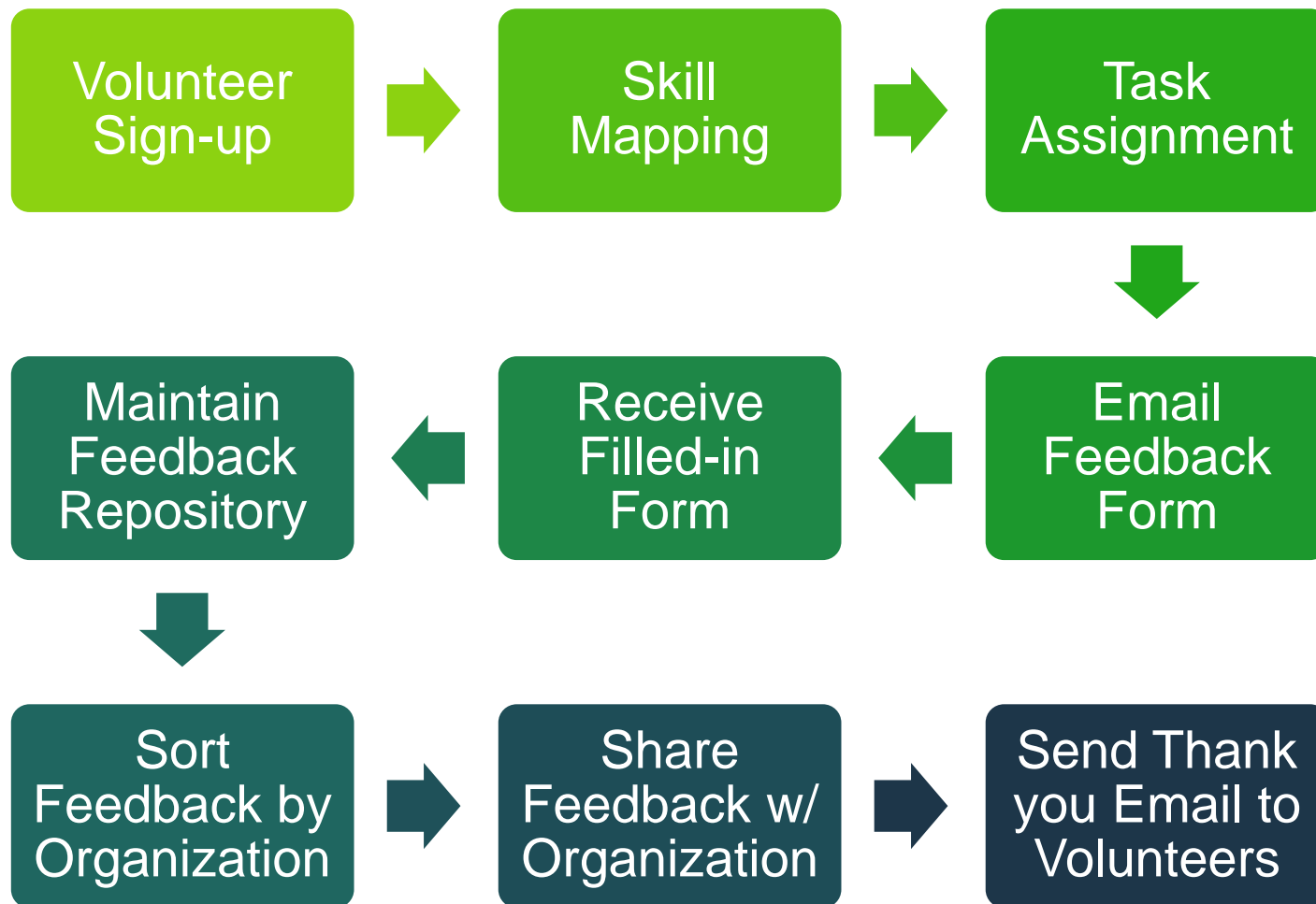


Handles individual replies & confirmations at scale

Categorizes the reactions automatically

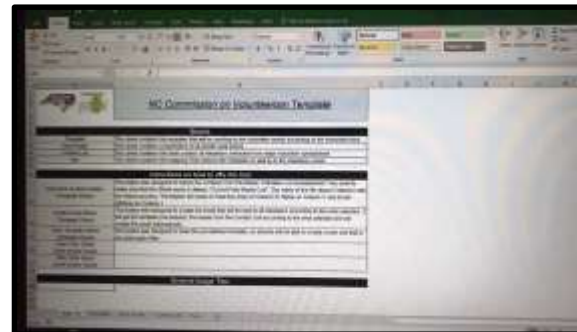
Uses customized Chat-Bots to communicate with volunteers

### 3 Feedback Mechanism



## 4 Process Automation

Automate volunteer management and mapping to organizations and increase process efficiency



Classify volunteer details and group them with skills

Develop volunteer specific marketing content

Create automated email workflows using Excel VBA

## 30-60-90 Process Improvement Roadmap

### 30 days plan

- Commission to host meeting with all relevant stakeholders and share framework for all 4 phases
  - Create directory per town and county
  - EOC to confirm/provide WebEOC access and to conduct WebEOC education sessions
- Commission and EOC to host co-creation workshop for tool features and discuss with developers

### 60 days plan

- Commission and EOC to select tool/s to be used moving forward
- Selected tool provider to launch MVP
- Commission to lead planning of drills

### 90 days plan

- Selected tool provider to launch next iteration
- County and town officials to conduct local level drills

## General Administrative Recommendations

1

Dedicate at least one resource from the Commission on Volunteerism's office to initiate and spearhead recommended actions

2

Mobilize AmeriCorps members including AmeriCorps alumni and military veterans for Volunteer needs

3

Optimize roadmap for pages and utilize their expertise

4

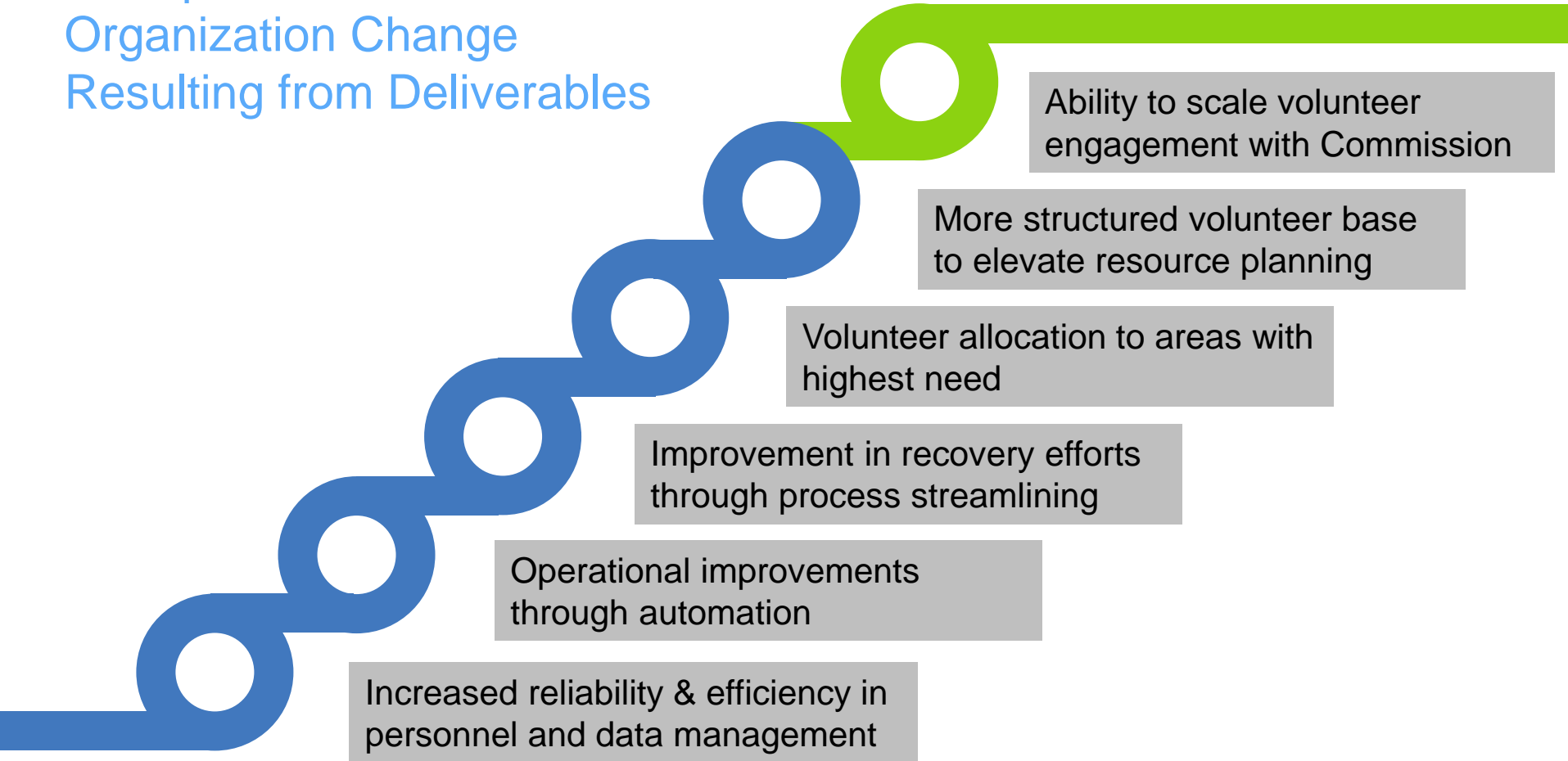
Formalize and document key deliverables of the team to track and govern the program better.

5

Set up internal quarterly status review calls to ascertain the progress and make course corrections if necessary (Communication is key)



# Anticipated Host Organization Change Resulting from Deliverables



# Questions?



# Appendix

## Feedback Mechanism

