

**Vision: To represent our members in key areas of University life.**

Aim: To develop and implement an effective Volunteering strategy which represents the needs of our members, recognises the needs of key external stakeholders and the importance of students making a positive and lasting contribution to the local and regional community

Core Values:

Democracy	Quality	Responsibility	Diversity	Fun
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Themes of our vision

<p><b>Local Focus on Volunteering</b></p> <ul style="list-style-type: none"> <li>○ Use volunteering audit to map areas covered by volunteering</li> <li>○ Create firm referral partners</li> <li>○ Target projects at local areas with an identified need</li> <li>○ Work on community cohesion projects specifically in areas where students live</li> <li>○ Develop Rag Giving Strategy &amp; Community Fund</li> <li>○ Encourage LUU Staff volunteering</li> </ul>	<p><b>The Place for Volunteering on Campus</b></p> <ul style="list-style-type: none"> <li>○ Continually enhance the reputation of the Volunteering &amp; Community office at LUU within the city</li> <li>○ Combine the mechanisms for communication</li> <li>○ Streamline all internal processes</li> <li>○ Build key relationships with internal departments, external partners and key projects such as Leeds for Life</li> </ul>	<p><b>Volunteer Recruitment &amp; the Promotion of Volunteering</b></p> <ul style="list-style-type: none"> <li>○ Streamline the membership process</li> <li>○ Increase the number of students volunteering</li> <li>○ Promote individual projects rather than the over-arching brand</li> <li>○ Change the mindset of students to be more community focused</li> <li>○ Make our projects visible within the community</li> </ul>	<p><b>Volunteering Retention &amp; Support</b></p> <ul style="list-style-type: none"> <li>○ Develop "Stepping stones" membership model</li> <li>○ Create training programme for all levels of volunteers</li> <li>○ Ensure that support reaches right down to the volunteer level</li> <li>○ Project co-ordinators receive regular support meetings</li> <li>○ Make access to all available opportunities easy</li> <li>○ Provide opportunities for volunteer accreditation</li> </ul>
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**All the objectives above shall be underpinned by the following principles:**

- Ensuring resources are continually gathered
  - Key stakeholder engagement
  - Effective communication
- Close partnership working with the University of Leeds and other key community partners
  - Monitoring of performance against clear measures
- Celebrating student contributions to the local and regional community
  - Promoting positive environmental impacts wherever possible

## Theme 1: Local Focus to Volunteering

Objective	Activities	By When
Use volunteering audit as the basis for a mapping exercise on areas covered	<ul style="list-style-type: none"> <li>○ Audit is an annual piece of work – as part of the impact survey – distributed to key partners</li> <li>○ Audit to highlight which areas (type of volunteering covered and location) are covered (and which need development)</li> </ul>	Jun 09
Create firm referral partnerships with a number of local providers	<ul style="list-style-type: none"> <li>○ Create firm links with 20 local groups</li> <li>○ Support the V-team's brokerage service – providing volunteers to local community groups and charities.</li> </ul>	Apr 09 Oct 08
Target new projects at Super-Output areas and localities with severe need	<ul style="list-style-type: none"> <li>○ Generate map of current project locations (and highlighting where we want to generate projects)</li> <li>○ Make key contacts in these areas and use these relationships to develop new activities</li> </ul>	Dec 08 Jun 09
Work on community cohesion projects specifically in the area where students live	<ul style="list-style-type: none"> <li>○ Develop the "Exchange" project</li> <li>○ Generate inter-generational projects and those focused particularly at disenfranchised youth</li> <li>○ Support community safety initiatives</li> <li>○ Support community reps &amp; use them to identify appropriate projects</li> </ul>	Sep 08 Apr 09 Ongoing Apr 09
Continue to develop Rag Giving Strategy & Community Fund	<ul style="list-style-type: none"> <li>○ Both things to have a local focus – encourage projects to give 25% to national projects, 25% to local projects, 25% to the community fund and 25% Rag Tax</li> </ul>	Oct 08
Encourage LUU staff to volunteer and create a support network for those who need it	<ul style="list-style-type: none"> <li>○ HR department to lead with support from Isabel Swift</li> </ul>	Jun 09

### Success measures:

- "Exchange" is launched and over 100 students are involved by June 2009
- Our links with local groups create new volunteering opportunities for our students
- At least one staff volunteering event will have taken place by June 2009

## Theme 2: The Place on Campus for Volunteering

Objective	Activities	By When
Enhance the reputation of the Volunteering & Community Office	<ul style="list-style-type: none"> <li>○ Become the one contact for partners</li> <li>○ Circulate the volunteering audit to interested partners to show the range of what we currently do</li> <li>○ Get our partners to sell us to others (positive PR) by being seen as reliable and effective</li> </ul>	Apr 09
Make the office fit for purpose	<ul style="list-style-type: none"> <li>○ Improve the layout and look of the office – both internally and externally through better signage, a new door and developing the visual look outside</li> </ul>	Sep 08
Combine the mechanisms for communication	<ul style="list-style-type: none"> <li>○ As soon as an opportunity becomes available with any partner, it is available to volunteers, in the office, on web, etc</li> <li>○ Information is regularly contributed to existing community mailings</li> </ul>	Nov 08
Review & streamline all internal processes	<ul style="list-style-type: none"> <li>○ Develop what we currently have so that they are standard across all partners (including complaints process)</li> <li>○ Promote what policies are in place with our partners</li> </ul>	March 09
Identify and build relationships with key internal departments including the Leeds for Life project	<ul style="list-style-type: none"> <li>○ Have regular meetings with: <ul style="list-style-type: none"> <li>○ V Team (ACE Office), Access Academy, International Office, Careers Centre, Olympic &amp; Sports Volunteering and any others as appropriate</li> </ul> </li> </ul>	Ongoing
Identify and build relationships with key external partners	<ul style="list-style-type: none"> <li>○ Have regular meetings with: <ul style="list-style-type: none"> <li>○ Leeds Met, Other Infra-structure organisations (as identified)</li> </ul> </li> </ul>	Ongoing

### Success measures:

- Office refurbishment completed and “open-day” style opening event takes place
- Partnership events take place as a result of our relationships with internal and external partners
- Students and staff see the Volunteering & Community office as the main point for volunteering on campus

### Theme 3: Volunteer Recruitment & the Promotion of Volunteering

Objective	Activities	By When
Streamline the membership process	<ul style="list-style-type: none"> <li>Show new volunteers a clear step-by-step process of what happens when they join – outlining what they can expect at each step</li> </ul>	Nov 08
Increase number of students volunteering	<ul style="list-style-type: none"> <li>Increase the percentage of students who join/sign up to volunteering – use increase as benchmark for future years</li> <li>Identify the profile of our volunteers &amp; set targets to increase the number of non-traditional/typical volunteers through direct marketing</li> </ul>	Apr 09 Jan 09
Promote individual projects rather than over-arching brand	<ul style="list-style-type: none"> <li>Developed campaign focused on projects with Action/volunteering brand less prominent</li> </ul>	Oct 08
Change the attitude of students to be more community focused	<ul style="list-style-type: none"> <li>Get people to see volunteering as a step in being a good member of the community – using local shops, say hello to your neighbours, get volunteering!</li> </ul>	Apr 09
Develop a communications plan	<ul style="list-style-type: none"> <li>Draw together a dated plan of when everything is going to go out – Gist, E-zine, Press releases, etc</li> </ul>	Nov 08
Make our projects visible within the community	<ul style="list-style-type: none"> <li>Have scheduled “Big Days” – planned into the calendar</li> <li>Presence at community days – identify which and how to get involved</li> <li>Have a display stand that can tour these events – set idea of what we do</li> </ul>	Dec 08

**Success measures:**

- o LUU has a visible presence at a minimum of three community events in 2009
- o All new volunteers and students in halls receive “Being a good member of your community” briefing
- o Number of students volunteering regularly increases by at least 10%

## Theme 4: Volunteering Retention and Support

Objective	Activities	By When
Develop "Stepping-stones" members model	<ul style="list-style-type: none"> <li>Identify key projects and volunteering opportunities that new volunteers can get involved with at each stage</li> </ul>	Nov 08
Create training programme for all levels of volunteers	<ul style="list-style-type: none"> <li>Have specific, graded training for all volunteers – linked to acceptable levels of training and knowledge for each project</li> <li>Review the standard of the initial volunteer briefing</li> <li>Volunteer management included as part of Project Co-ordinator training</li> </ul>	Oct 08 Dec 08 Apr 09
Ensure that there is volunteering support right down to the volunteer level	<ul style="list-style-type: none"> <li>System developed to provide support dependent upon level of engagement</li> <li>Encourage Project Co-ordinators to create "Volunteer Support" as a specific role in each project – separate from "Logistics" role</li> <li>Create a basic questionnaire that Project Co-ordinators can use as a framework for gathering feedback and supporting volunteers</li> <li>Support for Referral project volunteers – checking mechanism with in-built reminders</li> </ul>	Dec 08 Apr 09 Mar 09 Dec 08
Regular, calendared support meetings between Volunteer Development Co-ordinator and Project Co-ordinators	<ul style="list-style-type: none"> <li>Ensure the Project Co-ordinators understand their responsibilities towards supporting their volunteers</li> <li>Each Project Co-ordinator to complete full inductions and Mid-term reviews</li> </ul>	Nov 08 Feb 09
Easy-access to available opportunities	<ul style="list-style-type: none"> <li>Develop web presence through which volunteers can access opportunities</li> <li>Updated opportunities made available through all communication methods as soon as they are available</li> </ul>	Dec 08 Dec 08
Provide accreditation opportunities for volunteers	<ul style="list-style-type: none"> <li>Provide Youth Achievement &amp; annual Volunteering Awards for all volunteers as a way of recognising their contribution</li> <li>Link students to available academic credit for volunteering</li> </ul>	Oct 08 Apr 09

### Success Measures:

- 50% of projects have dual Project Co-ordinators with "logistics" & "volunteer support" split across those positions
- At least 10 volunteers have completed the Youth Achievement Award accreditation
- All Project Co-ordinators have completed full inductions & mid-term reviews