

C A M E O

California Association for Microenterprise Opportunity

Practitioner Online Workshop

Volunteers for Microenterprise: Finding and Keeping the Best

Tuesday, March 15, 2005

10:00 - 11:30 AM PST

To Join:

Teleconference: 1-888-296-6500 ¹

Web Conference: <https://data.ccsip.com/SOC1.htm> ^{2,3,4}

Reference Number: 329316

Guest Code: 819190

¹ See the "Teleconference Features" page for details on In-Conference Features (e.g., how to mute your line)

² Make sure you have the latest version of Sun Java (<http://java.sun.com/getjava>)

³ Please deactivate any pop-up blockers prior to joining the Web Conference

⁴ Please contact CAMEO if you need support: 510.238.8360 or jjones@microbiz.org

For this training, we have combined all the materials you need into one PDF document. Contents and page numbers are listed below. In addition, each item in the Contents is "book-marked." If you choose to read the document electronically rather than print it, you can click on the word and go directly to the linked page.

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CAMEO's Practitioner Online Workshop
Volunteers for Microenterprise: Finding and Keeping the Best

Agenda

- 1. Panelist Introductions**
- 2. "Why do people volunteer?"**
- 3. Defining the Need - What do you need your volunteers to do?**
 - ❖ Providing direct service to microenterprise clients
 - Counseling
 - Advising
 - Mentoring
 - Training
 - Other Service Delivery
 - ❖ Building organizational capacity
 - Fundraising
 - Event planning
 - Board member
 - Research
 - Administration
 - Technology
- 4. Designing the Volunteer Project**
 - ❖ Job Description
 - ❖ Work Plan
 - Goals
 - Action steps
 - ❖ Preparing for the Volunteer
 - Securing/preparing equipment, space, and resources
 - Identify a staff point person for support/supervision
 - ❖ Outlining an Evaluation Process
- 5. Recruitment and Selection**
 - ❖ Marketing the volunteer opportunity
 - Crafting the message – enticing volunteers
 - Locating volunteers – recruitment avenues
 - Fitting the job to the volunteer (matching skills/interests)
 - ❖ Identifying a screening or interview process
- 6. Engaging and Retaining Volunteers**
 - ❖ Ensuring a clear understanding of the project (work plan)
 - ❖ Familiarizing the volunteer with the organization, clients, and mission (orientation)
 - ❖ Fostering an inclusive environment
 - Making the volunteer "a member of the team"
 - Involving the volunteer in strategic planning
 - ❖ Training and skill building
 - ❖ Accessible support and supervision
 - ❖ Recognizing volunteer efforts
- 7. Evaluation and Feedback**
 - ❖ Evaluation of the volunteer by the organization
 - ❖ Evaluation of the program by the volunteer and staff
 - ❖ Redesigning the program as needed
 - ❖ Tracking the volunteer activity—why do it? How?
- 8. Post-Workshop Evaluation**

CAMEO's Practitioner Online Workshop

Volunteers for Microenterprise: Finding and Keeping the Best

Your Panelists

Judy Hawkins & Marie Spaulding | Women's Economic Ventures – Santa Barbara, California

Mimi Nguyen | AnewAmerica Community Corporation - Berkeley, California

Sharon Miller | Renaissance Entrepreneurship Center – San Francisco, California

Judy Hawkins, Managing Director

Marie Spaulding, Director of Training and Client Services

Women's Economic Ventures - Santa Barbara, California

Women's Economic Ventures (WEV) and the Small Business Loan Fund (SBLF) provide training and micro-loans to women and men in English and Spanish. Since 1991, WEV has served over 6,000 entrepreneurs and targets low- to moderate-income women. WEV's volunteer "program" today is an informal network of community volunteers built and maintained by strong interpersonal relationships with WEV staff. WEV engages volunteer business professionals and business owners as guest consultants, guest speakers, and workshop presenters. WEV also involves volunteers in development and capacity building roles such as their Board of Directors, Regional Advisory Boards, Board and staff committees, and clerical and event support. In addition, WEV often uses their own clients as volunteers, involving them in program and service testimonials, program planning and market research (focus groups, steering committees, and action committees) and event execution.

Mimi Nguyen, Program Manager

AnewAmerica Community Corporation - Berkeley, California

AnewAmerica Community Corporation promotes long-term economic empowerment for new Americans—new citizens, immigrants and refugees, and encourages their full participation in America's social, political, and cultural growth. Their integrated model of Micro-business Incubation, Asset Building, and Social Responsibility provides a comprehensive response to the complex needs of new Americans to gain economic independence, achieve a better standard of living, and end their disenfranchisement. AnewAmerica recently became an SBA Women's Business Center because of their outstanding service to women immigrant entrepreneurs in the Bay Area. Their Volunteer for AnewAmerica program builds partnerships that generate resources to support business development for New Americans. Their program works with a diverse volunteer corps of professionals, who provide mentorship and coaching for their entrepreneurs as they develop their small businesses. Additionally, volunteers contribute valuable time and expertise that strengthens AnewAmerica's organizational capacity to achieve their mission.

Sharon Miller, Chief Executive Officer

Renaissance Entrepreneurship Center – San Francisco, California

Renaissance Entrepreneurship Center is a non-profit micro-enterprise organization providing small business training to help socially and economically diverse women and men achieve economic self-sufficiency through small business ownership. Renaissance's clients represent the diversity of the Bay Area and are 75% low to moderate income; 67% women; 60% people of color and 16% persons with disabilities including HIV/AIDS. Renaissance has found that both their graduates and other successful business owners are eager to assist new business owners when they are given clear, short term assignments. While Renaissance Graduates are their most active base of volunteers, Renaissance also utilizes industry experts, local bankers, graduate entrepreneurial business students, and "celebrity" entrepreneurs – well known local entrepreneurs who motivate and inspire entrepreneurs through personal stories of their business growth. Renaissance is also designing an innovative new program called Business on Tap. This internet based program will use volunteer industry and corporate experts to provide their graduates with access to information, resources, contacts, and contracts, opening doors and providing the critical assistance necessary for an emerging business owner to succeed.

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Participant Contact List

Kavita Avtar
Business Development Manager
Renaissance Entrepreneurship Center
275 Fifth St.
San Francisco, CA 94103
(415) 348-6234
kavita@rencenter.org

Marcia Bagnall
Program Manager
Chemeketa SBDC
365 Ferry St. SE
Salem, OR 97301
(503) 399-5088
mbagnall@chemeketa.edu

Steve Bob
WREAP Coordinator
World Relief - Nashville
442 Metroplex Drive, D-100
Nashville, TN 37211
(615) 833-7735 ext. 210
(615) 833-7131 Fax
sbob@wr.org

Loree Byzick
Program Director
Superior California Economic Development District
2400 Washington Ave., STE. 301
Redding, CA 96001
(530) 225-2784
(530) 225-2786 Fax
byzick@scedd.org

Jeremy Crawford
Program Specialist
World Relief - Nashville
442 Metroplex Drive, D-100
Nashville, TN 37211
(615) 833-7735 ext. 210
(615) 833-7131 Fax
jcrawford@wr.org

Cheri Dean
Program Assistant
World Relief - Nashville
442 Metroplex Drive, D-100
Nashville, TN 37211
(615) 833-7735 ext. 210
(615) 833-7131 Fax
cdean@wr.org

Sheri DeMaagd
Training Specialist
Superior California Economic Development District
2400 Washington Ave., STE. 301
Redding, CA 96001
(530) 225-2783
(530) 225-2786 Fax
sdemaagd@scedd.org

Charna Egle
Program Asssitant
Superior California Economic Development District
P.O. Box 75
Alturas, CA 96101
(530) 233-5394
(530) 233-2618 Fax
cegle@scedd.org.

Duane Heryford
Economic Development Specialist
Superior California Economic Development District
1245 Main St.
Weaverville, CA 96093
(530) 623-2764
(530) 623-4324 Fax
dherifford@scedd.org

Marilyn Johnson
Executive Director
JobStarts, Inc.
3010 West 48th Street
Los Angeles, CA 90043
(323) 291-2812
(323) 290-6630 Fax
mjohnson@jobstarts.org

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Participant Contact List

Frank Melli
Business Programs Coordinator
JobStarts, Inc.
3010 West 48th Street
Los Angeles, CA 90043
(323) 291-2812
(323) 290-6630 Fax
fmelli@jobstarts.org

Arvind Mitra
Business CENTS VISTA
Alternatives
125 North Fulton
Ithaca, NY 14850
(607) 273-4611 ext. 809
arvind@alternatives.org

Leah Murray
AmeriCorps VISTA
Lane MicroBusiness
1445 Willamette St
Eugene, OR 97401
(541) 463-4619
murrayl@lanec.edu

Jessica Oliver
Program Assistant
Superior California Economic Development District
1245 Main St.
Weaverville, CA 96093
(530) 623-2764
(530) 623-4324 Fax
joliver@scedd.org

Valerie Plummer
Microenterprise Program Coordinator
Oregon Microenterprise Network
1020 SW Taylor, Suite 542
Portland, OR 97205
(503) 223-4041
(503) 223-3845 Fax
valerie@oregon-microbiz.org

Kelley Poindexter
Outreach Specialist
Superior California Economic Development District
P.O. Box 75
Alturas, CA 96101
(530) 233-2515
(530) 233-2618 Fax
kpoindexter@scedd.org

Chester Robertson
Training Specialist
Superior California Economic Development District
P.O. Box 75
Alturas, CA 96101
(530) 233-2415
(530) 233-2618 Fax
crobertson@scedd.org

Josh Summer
Grants Coordinator
Economic and Community Development Institute
1151 College Ave.
Columbus, OH 43209
(614) 559-0158
(614) 732-0986 Fax
jsummer@econcdi.org

Emily Zinn
VISTA babe
Chemeketa SBDC
365 Ferry St. SE
Salem, OR 97301
(503) 399-5088
ezinn@chemeketa.edu

Web and Teleconference Features

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		GUEST CARD	
Conference Call Service		Guest Code 819190	
Toll Free Dial In #: (888) 296-6500			
Direct Dial In #: (201) 210-3434			
Conference Call: Dial Toll Free or Direct Dial In number and enter Guest Code			
Use Reference Number for		In Conference Features Press	
• Web Conference access		6# Mute your line on the call	
• Digital Playback		8# Un-Mute your line on the call	
• Ref# 329316		*0 For assistance	
Web Conference Features		ConferenceMail™ Playback	
• Go to saveonconferences.com		Dial 877-347-9473 or	
• Click on Join a Conference		201-210-3410	
• Enter reference number, Guest code and name		Enter reference number	

Volunteers for Microenterprise: Finding and Keeping the Best

Welcome!

We will begin the workshop shortly.

A Brief Note on the Technology

- ❖ How to Use the Discussion Area
 - Choose Your Recipient: All or One
 - Type Your Message (press Enter to send)
- ❖ Tech Support
 - Discussion Area: send message to Jeff Jones
 - Call: 510.238.8360
 - Email: jjones@microbiz.org
- ❖ Ground Rules
 - ❖ Please mute your line (6# to mute; 8# to talk)
 - ❖ No hold music, please

Workshop Agenda

- ❖ Panelist Introductions
- ❖ "Why do people volunteer?"
- ❖ Aspects of Using Volunteers
 - ❖ Defining the Need
 - ❖ Designing the Volunteer Project
 - ❖ Recruitment and Selection
 - ❖ Engaging and Retaining Volunteers
 - ❖ Evaluation and Feedback
- ❖ Post-Workshop Evaluation

Your Panelists

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Mimi Nguyen, Program Manager
AnewAmerica Community Corporation - Berkeley, California

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Renaissance Entrepreneurship Center – San Francisco, California

Defining the Need

What do you need your volunteers to do?

- ❖ Providing direct service to microenterprise clients
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Designing the Volunteer Project

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- ❖ Ensuring a clear understanding of the project (work plan)
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Evaluation and Feedback

- ❖ Evaluation of the volunteer by the organization
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- ❖ Redesigning the program as needed
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In Closing...

❖ **CAMEO's Volunteer Program Resource Book**

❖ **CAMEO's 2005 Online Practitioner Workshop Series**

April 26 - Excellent Business Consulting for Microenterprise Development

June 9 - Serving Entrepreneurs with Disabilities

October 6 - Entrepreneur Training for Immigrants: An ESL Approach

December 8 - Measuring Community Impact: SROI for Microenterprise

** all workshops are from 10:00 - 11:30 AM PST*

Don't Go Away Just Yet--
We'd Like Your Feedback!

Please remain in the conference to answer a
few brief feedback questions.

Thank you for helping us serve you better!

Thank You!

*Please log out of the conference by choosing Conference > Exit
Conference from the Workspace Window*
