California Volunteer Matching Network

Report to the California Legislature

www.CaliforniaVolunteers.org

California Volunteers

Office of the Governor

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Table of Contents

Introduction and Purpose **1**

Background **1**

Performance Measures **3**
- Current Data Availability 3
- Available Data on System Usage by Prospective Volunteers 4
  - Hit Counts by Month to the State Website 4
  - Hit Counts by Month Local (Hub) Websites 4
  - State Website Average Session Length by Month 4
  - Number of Registered Volunteers in the Local (Hub) Databases 5
  - Number of Volunteer Referrals Made Online by Hubs 5
  - Number of Unique Visitors to the Local (Hub) Websites 5
  - Search Activity by Month 5
  - "Click-throughs" by Month 6
- Available Data on System Usage by Organizations Seeking Volunteers 7
  - Volunteer Opportunity Postings by Month 7
  - Volunteer Opportunity Postings by Type of Opportunity 7
  - Number of Spoke Organizations in the Local (Hub) Databases 8

Major Accomplishments and Challenges **8**
- Accomplishments 8
  - System Design 8
  - System Launch 9
  - Disaster Volunteer Management 9
- Challenges 9
  - Marketing & Promotions 9
  - Search by Zip Code Glitch 9
  - Hub Development 9

Future Plans **10**
- Marketing and Promotions 10
- Hub Development 10
- Evaluation 10
- System Enhancements 10
- Disaster Volunteer Management 10

Appendices

Appendix A: Volunteer Organization Outreach Brochure 11
Appendix B: CaliforniaVolunteers.org Website Screenshots 13
Appendix C: CaliforniaVolunteers Hub Map 17
Appendix D: Hub Coverage by County 18
Appendix E: Hub Selection Criteria 19
Appendix F: Hub Quality Assurance Standards 22
Appendix G: Hub MOUs with Spokes 25
Appendix H: Prohibited Volunteer Activities 27
Appendix I: Planned Network Coverage by County 28

Introduction and Purpose

For FY 2006/07, the California Service Corps requested and the California Legislature provided funding and position authority to establish and operate a statewide system for matching volunteers with quality-assured volunteer opportunities.

The Legislature included a provision in the 2006 Budget Act calling for this report that reads:

> *"No later than April 1, 2007, the Office of Planning and Research shall report to the committees in each house of the Legislature that consider the budget on performance indicators for the Online Volunteer Matching Program. This report shall provide a status of the program using information available to identify the number and name of volunteer programs that received volunteers referred by this system, Internet Web site hit count by month, posted volunteer activities by month, number of first time volunteers, number of volunteer hours directly attributable to the statewide system, and other measures to fully disclose the impact of the Online Volunteer Matching Program."*

This report provides performance data collected through the ongoing operations of the matching system. The data available at this time is substantial but does not include all information cited in budget language. Additional information will be collected through a formal evaluation to be completed by April 1, 2008. This latter information is not routinely collected by the matching system because it would threaten the privacy of users' personal information and would burden both the volunteering public and community organizations seeking volunteers with reporting requirements of a magnitude that could discourage system usage.

This report focuses primarily on the time period from September 26, 2006 to February 28, 2007. During this five-month period the statewide system was launched and served the public during an initial start-up phase of operations. The previous time period starting at the beginning of FY 2006/07 was also an active period of system design, testing, and construction.

Background

The California Service Corps, California's state commission for service and volunteering, sought state funding from the Legislature to build a statewide system of information technology and community infrastructure for the purpose of helping California volunteers connect with the organizations that need them. On December 12, 2006, the California Service Corps was renamed CaliforniaVolunteers by Executive Order (S-24-06). The organization's name was changed to better promote the address of the matching system's state portal, www.CaliforniaVolunteers.org.

A great body of research describes a great and largely untapped civic resource available throughout the state that could cost effectively address many of the state's most critical and

persistent public needs including public safety, educational, environmental, health and other human needs. Constraints exist to increasing volunteering that cannot be resolved through a matching system alone; most notably limited local community infrastructure to recruit, screen, train, supervise, and coordinate the efforts of volunteers. However, studies have found that amongst the biggest challenges faced by both prospective volunteers and voluntary organizations are those related to finding the right match.

The budget change proposal submitted by CaliforniaVolunteers used data from the U.S. Census Bureau (Bureau of Labor Statistics, annual supplement, Volunteering in the United States) to document an exceptional need in California to build on and strengthen local efforts to engage volunteers. Data for California for the year ending September 2006 and scheduled for release to the public on April 16, 2007, will provide a baseline for evaluating the large scale trends in volunteering starting at the launch date for the statewide matching system. This data will show:

- California's volunteer rate for the years 2004-2006 was 25.5% which ranks 38th in the nation. California's volunteer rate dropped from 26.7% in 2005 to 23.7% in 2006.
- In 2006, 6.47 million California volunteers served 858.5 million hours. In 2006, 800,000 fewer volunteers served 94.5 million fewer hours than in 2005.
- More than 2 million Californians stop volunteering each year. In California, more than one in every three (37.5%) volunteers does not continue volunteering the following year.
- California's Civic Life Index score was 93.5 which ranks 45th in the nation. The Civic Life Index includes 12 indicators of community life, including volunteering, voting, working with your neighbors, and voluntary associations per capita.

California's system was built around an innovative, well-researched design that consists of three major components:

- A user-friendly, easily promoted searchable state database of volunteer opportunities that collects information daily from 17 different national feeds (Feeders) and 27 local feeds (Hubs);
- A network of local bricks and mortal "Hub" organizations (typically volunteer centers, Hands On affiliates, and the like) that help to connect volunteers with voluntary organizations and public agencies, employ quality assurance practices, and promote the system; and,
- "Spoke" organizations which seek volunteers by posting their opportunity information with local "Hubs" or other "Feeders."

Performance Measures

Current Data Availability

This report provides data available at this time including:

Indicators of System Usage by Prospective Volunteers:

- Hit Counts by Month to the State Website
- Hit Counts by Month to Local (Hub) Websites
- State Website Average Session Length by Month
- Number of Registered Volunteers in the Local (Hub) Databases
- Number of Volunteer Referrals Made Online by Hubs
- Number of Unique Visitors to the Local (Hub) Websites
- Search Activity by Month on the State Website
- "Click-throughs" by Month on the State Website

Indicators of System Usage by Organizations Seeking Volunteers:

- Volunteer Opportunity Postings by Month in the State Database
- Volunteer Opportunity Postings by Month in the Local Hub Databases
- Volunteer Opportunity Postings by Month by Type of Opportunity
- Number of Spoke Organizations in the Local (Hub) Databases

Information cited in the budget bill that is not available at this time includes:

- Number and Name of Volunteer Programs that Received Volunteers Referred by this System: The availability of this information is dependent upon data reported by organizations and individual volunteers using the system and is not collected by the state system. A sample of names of volunteer programs receiving volunteers will be collected through the planned evaluation. It is likely that the number of programs receiving volunteers can be calculated using data collected through the planned evaluation. The number of programs registered with local Hubs, a significant fraction of the total, is regularly counted and presented in this report.

- Number of First Time Volunteers: This information depends upon reporting of personal information by volunteers and is not collected by the system. This information will be collected through the planned evaluation by surveying a sample of volunteers.

- Number of Volunteer Hours Directly Attributable to the Statewide System: This information depends upon ongoing reporting by system users, both voluntary organizations and individual volunteers and is more within the broader scope of volunteer management. The planned evaluation is focused more sharply on the efficacy

of the volunteer matching system which is but one part of the continuum of volunteer management. Ongoing reports from the Bureau of Labor Statistics will track overall volunteer trends (including volunteer hours) in California and will inform the planned evaluation.

Available Data on System Usage by Prospective Volunteers

Hit Counts by Month to the State Website

During the period starting with the public launch of the system on September 26, 2006 through February, 2007, a total of 976,298 hits to the website were recorded. An early peak in hit counts was achieved with the well-promoted launch. Promotions scheduled to start during the 2007 National Volunteer Week (April 15-21) are expected to lead to significant increases in hit counts which have been gradually increasing since reaching a low in December. Monthly hit counts are presented below in Figure 1.

Figure 1. CaliforniaVolunteers.org Website Hits by Month

	September	**October**	**November**	**December**	**January**	**February**	**Six Month Total**
Hits	94,664	226,372	156,002	132,077	182,865	184,318	976,298

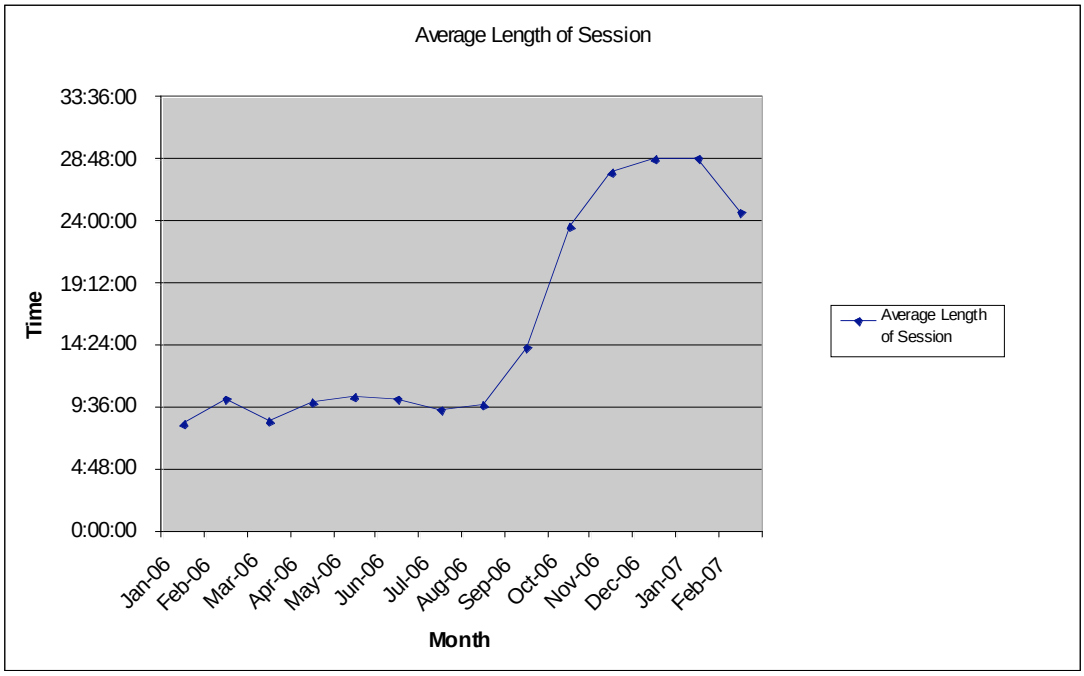
Hit Counts by Month Local (Hub) Websites

While users may initially enter the system through the state website, much of the activity occurs at the local hub websites as the volunteer seeks more information on local volunteer opportunities. Hits to the 24 local Hub websites operational at system launch increased by 58.7% from 1,601,144 in August 2006 to 2,540,235 in January 2007. This is one of five measures presented in this report that document significantly increased activity at the local community level after launch of the statewide system.

State Website Average Session Length by Month

Average length of website sessions is another indicator of system usage by the volunteering public. The average length of each session increased from 9 minutes and 36 seconds in the eight months prior to launch to 29 minutes and 35 seconds in the five months post-launch.

Figure 2. Average Session Length by Month



Number of Registered Volunteers in the Local (Hub) Databases

The number of registered volunteers in the local Hub databases increased 16.5% since system launch from 51,632 in August 2006 to 60,139 in January 2007. Volunteers must register to sign-up for an opportunity.

Number of Volunteer Referrals Made Online by Hubs

The number of volunteers referred online by Hubs to spoke organizations increased 114.5% since system launch from 3,425 in August 2006 to 7,580 in January 2007.

Number of Unique Visitors to the Local (Hub) Websites

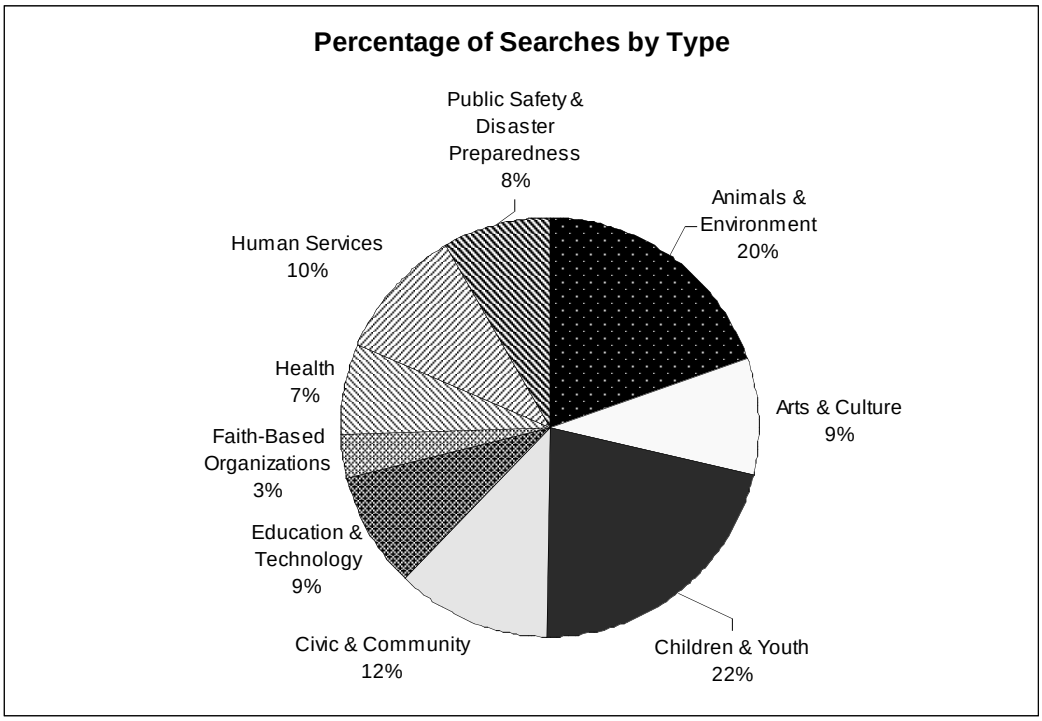
The number of unique visitors per month to local Hub websites increased 8.1% since system launch from 53,323 in August 2006 to 57,617 in January 2007.

Search Activity by Month:

Search activity information collected by the system provides an understanding of the types of opportunities of most interest to volunteers and the way volunteers search for opportunities. This information is presented in Figure 3.

The five most popular issues areas for website users in descending rank order were: children and youth, animals and environment, civic and community, human services, and arts and culture.

Figure 3. Percentage of Searches by Type



Nearly 8 of 10 (78.3%) searches were for ongoing volunteer opportunities (the default) compared to 18.1% for one-time volunteering and 3.6% for full-time service.

<u>"Click-Throughs" by Month</u>:

Click-throughs result when a user clicks on a volunteer opportunity and are thus an indicator of the level of website users' interest in posted volunteer opportunities. Like website hits, click-throughs reached an early peak of 2,698 in October 2006. This peak is correlated with promotions related to the launch and not to a peak in the number of posted volunteer opportunities. Thus, promotions scheduled to start during National Volunteer Week in mid-April are expected to lead to increases in click-throughs which have been gradually increasing since reaching a low in December.

Volunteer opportunities are fed daily into California's system by 17 different database programs. California's system tracks click-through numbers by "feeder." Over half of all click-throughs are related to postings from two feeders: VolunteerMatch (40.8%) and Hands On Network (11.6%).

Available Data on System Usage by Organizations Seeking Volunteers

Volunteer Opportunity Postings by Month:

The system was launched in late September with 22,014 volunteer opportunity postings making it the largest statewide system in the nation. Single postings typically represent multiple volunteer slots. Based on a rough estimate of two volunteer slots per posting on average (source: Points of Light Foundation), the number of volunteer slots at system launch was 44,000. The number of postings declined by nearly 6% before increasing in February. Increasing the number of postings is a major goal of the upcoming marketing campaign. A promotional brochure, provided to Hub organizations in December 2006 as an outreach tool, focused on an audience of voluntary organizations and public agencies is Appendix A.

Data on volunteer opportunity postings by county is also regularly collected. As might be expected, the number of postings is greatest in those counties with the largest population and the strongest local level support in the form of a higher capacity "Hub" organization.

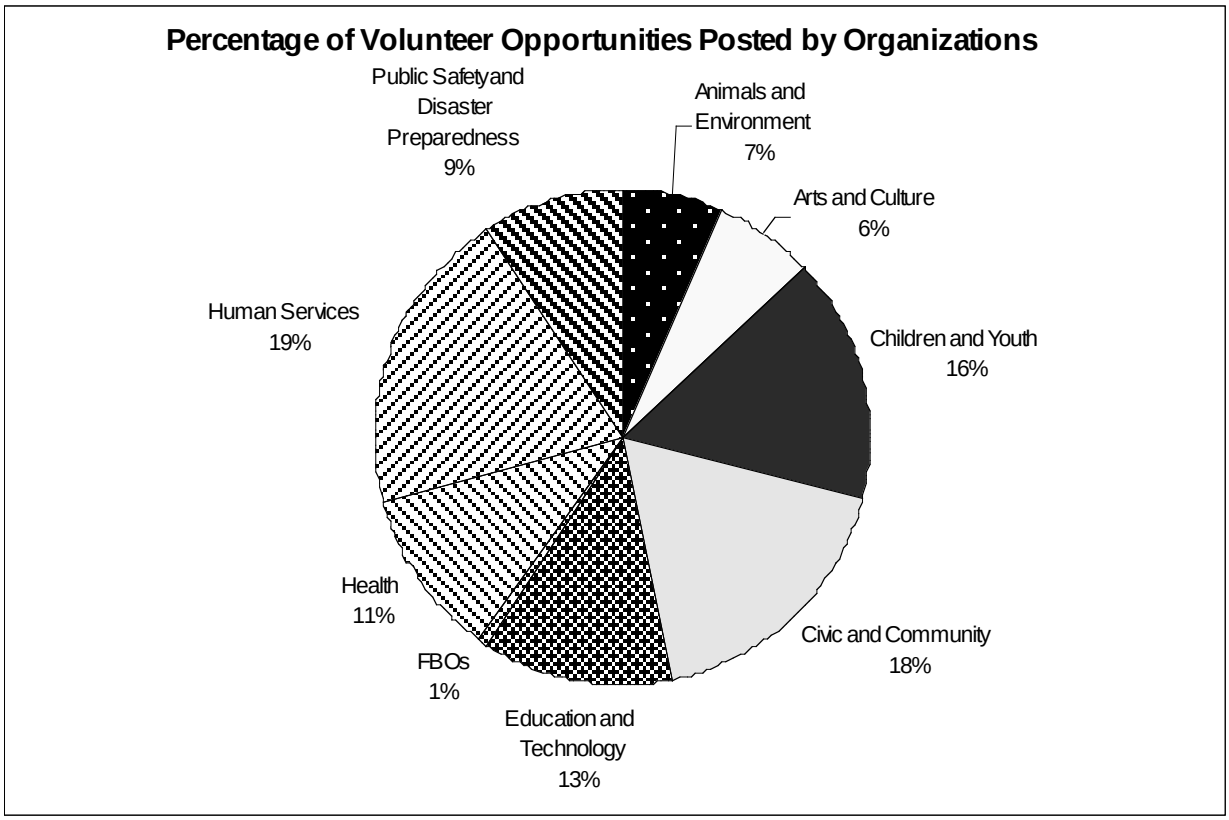
Volunteer Opportunity Postings by Type of Opportunity:

The top five most numerous types of volunteer opportunity postings in descending order were: human services, civic and community, children and youth, education and technology, and finally, health.

Over 9 of 10 postings (91.6%) were for ongoing volunteer opportunities compared to 5.3% for one-time and 3.1% full-time service opportunities.

A substantial number of postings for "home-based and virtual" volunteering were also recorded. Examples (real) of these opportunities include: collecting costumes and art supplies for an organization serving hospitalized children, website and/or graphic design for nonprofits, knitting blankets, booties, slippers, beanies for low-income or hospitalized babies or lap-blankets for seniors, translating flyers and other materials into Spanish for the Girl Scouts. If these postings were added, the number of postings per month would increase by over 70%. For example, September's total number would increase from 22,014 to 37,201 postings.

Figure 4. Percentage of Volunteer Opportunities Posted by Organizations



Number of Spoke Organizations in the Local (Hub) Databases

The number of voluntary organizations posting their volunteer opportunities in the system through Hub organizations increased 85.7% since system launch from 5,528 in August 2006 to 9,917 in February 2007.

Major Accomplishments and Challenges

Accomplishments

System Design: The system design, the first statewide system of its kind, has performed as expected at the local and state levels. Volunteers can do a single search for opportunities collected from any of 17 national and 27 local databases. A selection of four screen shots is attached (Appendix B).

Local "Hub" organizations are able to choose from among four searchable database software systems as the tool to help perform their job of connecting volunteers and the organizations that need them. Volunteer opportunity information from these local and other sources are fed daily

into the statewide data base. Twenty-seven Hub organizations serving 25 counties, mapped and named in Appendices C and D, are currently operational. Criteria for selecting strong Hub organizations (Appendix E), assuring quality volunteer organizations and opportunities (Appendices F and G), and preventing prohibited activities (Appendix H) have been developed and implemented.

System Launch: Against a very aggressive timeline, the system was launched on deadline on September 26, 2006 in Long Beach at the Governor's and First Lady's Conference on Women. The 11,000 conference attendees were provided materials promoting the system. Kiosks powered by computers donated by Apple enabled attendees to search for volunteer opportunities. The following week, October 2-6, was proclaimed California Volunteers Week by Governor's proclamation. First Lady Maria Shriver promoted the system at events at two nonprofit organizations, Wheels for Humanity in Los Angeles and Our City Forest in San Jose. CaliforniaVolunteers Commissioner Pat O'Brien promoted the service on his television show, The Insider. At launch date, 23 local Hub organizations were up and running in California's most populous counties.

Disaster Volunteer Management: A working group of city, county, state, federal, and non-profit emergency managers has met numerous times to inform the selection of a software tool to help staff better manage those well-intended volunteers who respond spontaneously, sometimes in large numbers, following a disaster without training or affiliation with a disaster relief organization. This software, a product of the Points of Light Foundation named Help-in-Disasters, was selected through a request for proposal process. A major function of the software is to catalogue the skills of volunteers to enable volunteer managers to find the right match. The working group is currently finalizing this skills "taxonomy" with the goal of meeting California's needs while maintaining compatibility at the national level.

Challenges

Marketing & Promotions: Time and workload demands associated with request for proposal processes and the development of a marketing plan created a break in active marketing at the state level after October's events.

Search by Zip Code Glitch: Some volunteer opportunity postings were incomplete and lacked zip code data. These postings were displayed in response to all searches run by the public. Because these postings were listed after all local postings, little or no problem was caused during searches run in large population counties because these results were comprised of many pages of local opportunities followed by the errant postings. However, searches run in rural counties resulted in not only local opportunities but also distant opportunities, far beyond the geographic search parameters of the user, being displayed prominently. This issue is currently about 80% resolved by requiring hubs and spoke organizations to correct posting omissions.

Hub Development: California's system connects and builds on local community organizations. The capacity of these largely nonprofit organizations varies widely and in many rural counties is

significantly lacking. Developing this local infrastructure is a demanding undertaking and the number one challenge to building out this project and increasing volunteering.

Future Plans

Marketing and Promotions: Having secured the services of a marketing firm, the Los Angeles-based The Rogers Group, and the completion of a marketing plan, a series of activities have been scheduled for 2007 from National Volunteer Week in April through National Family Volunteer Day in November. The campaign relies upon a mix of paid and earned media to cost-effectively reach target audiences, harnesses the Internet and new media (e.g. MySpace, Facebook) to broaden campaign reach, and will develop partnerships with corporate and public entities to expand campaign scope and impact.

Hub Development: As anticipated, the work of establishing new Hubs and building the capacity of existing Hubs will take years. Plans call for establishing Hub "coverage" of 21 additional rural counties by June 30, 2008 (Appendix I). In the meantime, the 31 rural counties currently lacking Hub resources can post volunteer opportunities on virtual volunteer match websites, such as VolunteerMatch, that feed into the California system. Resources to staff Hubs, particularly those in low-income communities, are being sought through a proposal for AmeriCorps*VISTA members. Technical assistance by CaliforniaVolunteers staff will be stepped up to small and/or new Hub organizations. Quarterly conference calls and trainings including a scheduled "all-Hub" conference in June will serve to build capacity and troubleshoot system operations.

Discussions have been initiated to add as Hub or spoke organizations state agencies including State Parks, Department of Education, Franchise Tax Board, Office of Emergency Services, Corrections and Rehabilitation, Forestry and Fire Protection, and the California Energy Commission.

Evaluation: A request for proposals for evaluators is under development. This evaluation will add significantly to the information regularly collected by the system. The system itself is limited in its ability to generate evaluative data. This limitation is inherent in the design. Not only do design requirements value ease-of-use and minimize reporting and complexity but the system also depends upon feeds from 17 different and only partially compatible technologies limiting data aggregation.

System Enhancements: One major enhancement to the system will be a "shopping cart" function that enables volunteers to create a short-list of volunteer opportunities. Additional enhancements are scheduled for the Fall of 2007 after completion of customer focus group testing.

Disaster Volunteer Management: Next steps include selection and training of a first cohort of users. Potential users will include agency representatives responsible for this function in their Operational Area.

Front of Brochure:

Back of Brochure:

How Does it Work?

Network partners will conduct statewide and local marketing and outreach activities to encourage Californians to volunteer in their communities. Potential volunteers are directed to the CaliforniaVolunteers.org website.

At the CaliforniaVolunteers.org website, visitors can easily find organizations and volunteer opportunities that interest them. Potential volunteers can narrow their search by using criteria such as location, type of activity (e.g., beach cleanup, afterschool games, museum tours), family-friendly activities, name of organization, etc.

In the event of a disaster or other emergency, volunteers can find information on volunteer opportunities on the website.

How Can My Organization Participate?

The foundation of the network consists of local volunteer agencies called Hubs. Hubs are typically organizations like Volunteer Centers or Hands On affiliates. They are responsible for maintaining lists of quality volunteer activities, as well as providing assistance to both volunteers searching for opportunities and local organizations seeking volunteers.

Organizations interested in posting their opportunities to CaliforniaVolunteers.org can contact their local Hub (please see the back of this brochure for more information). Your Hub can provide you with its requirements for posting opportunities, give you instructions for entering your information, share updates on volunteer management training and other resources, and publicize your opportunities.

Visitors to the new CaliforniaVolunteers.org website will be directed to local Hub organization websites for additional help in finding the volunteer opportunity that best fits their needs and interests.

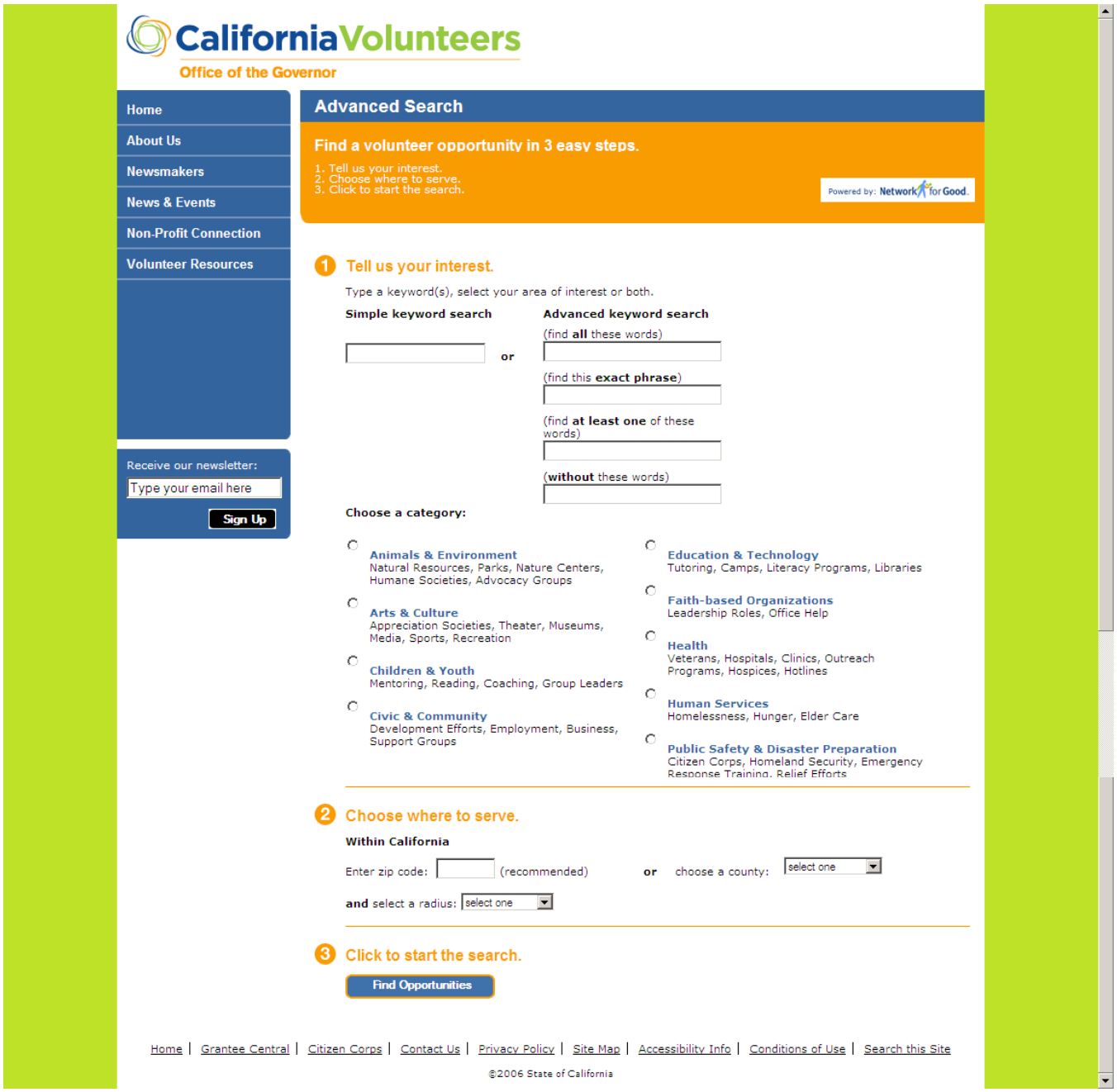
Why Should My Organization Participate?

- Single largest source of volunteer opportunities in California (more than 20,000 at launch) which eliminates the need to post opportunities in more than one place.
- Statewide and local marketing campaign to drive visitors to the website, as well as celebrity endorsements, video clips, and interactive content to keep visitors coming back.
- Access to local volunteer management expertise and other services through your local Hub organization.

CaliforniaVolunteers.org Home Page:

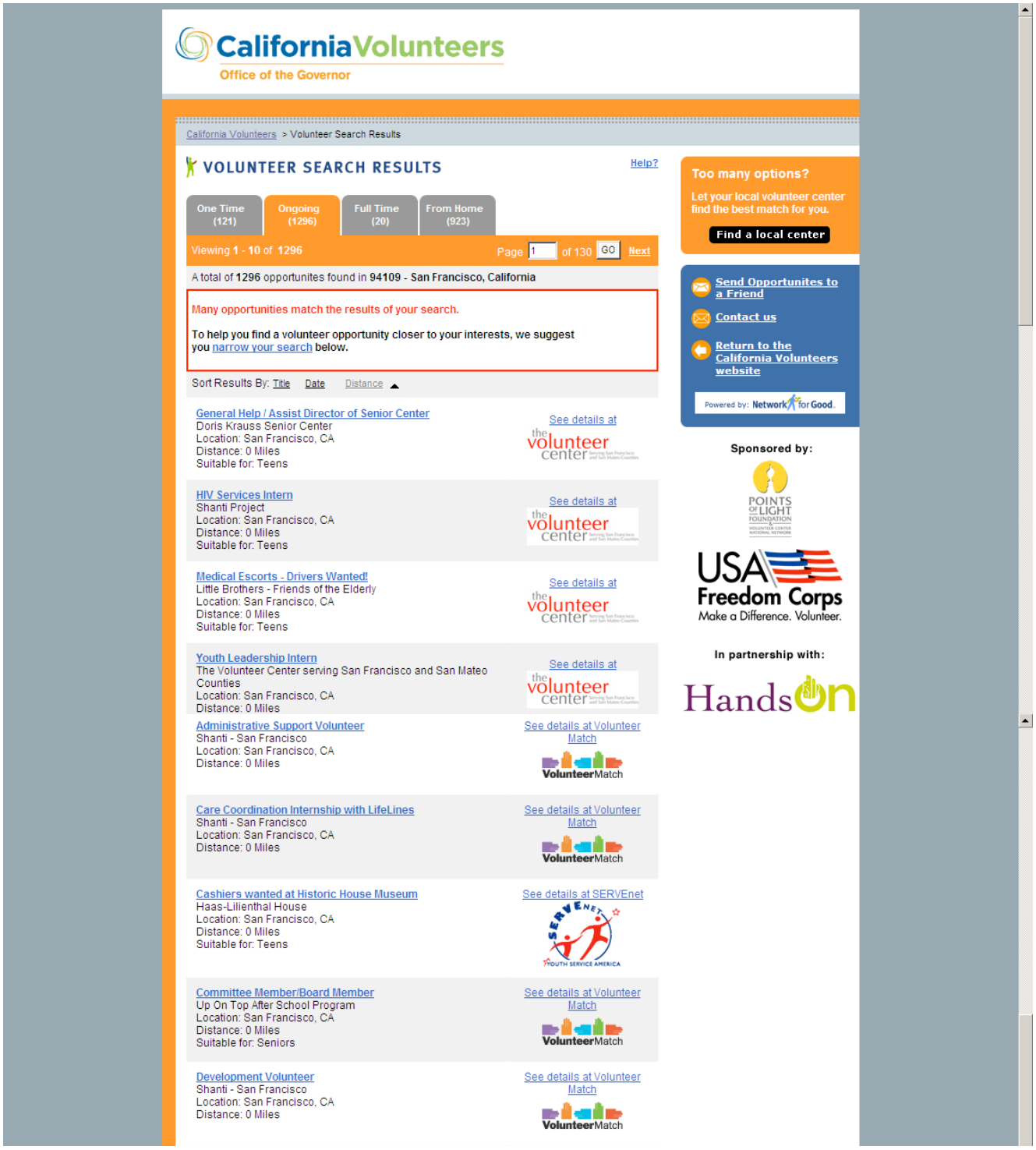
The orange box at the upper right allows potential volunteers to conduct a search by selecting an area of interest from one of the nine categories and then providing a zip code or selecting a county.

California Volunteer Matching Network Advanced Search:



Potential volunteers may also conduct an advanced search using the search form shown above.

Search Results from search in 94109 zip code:

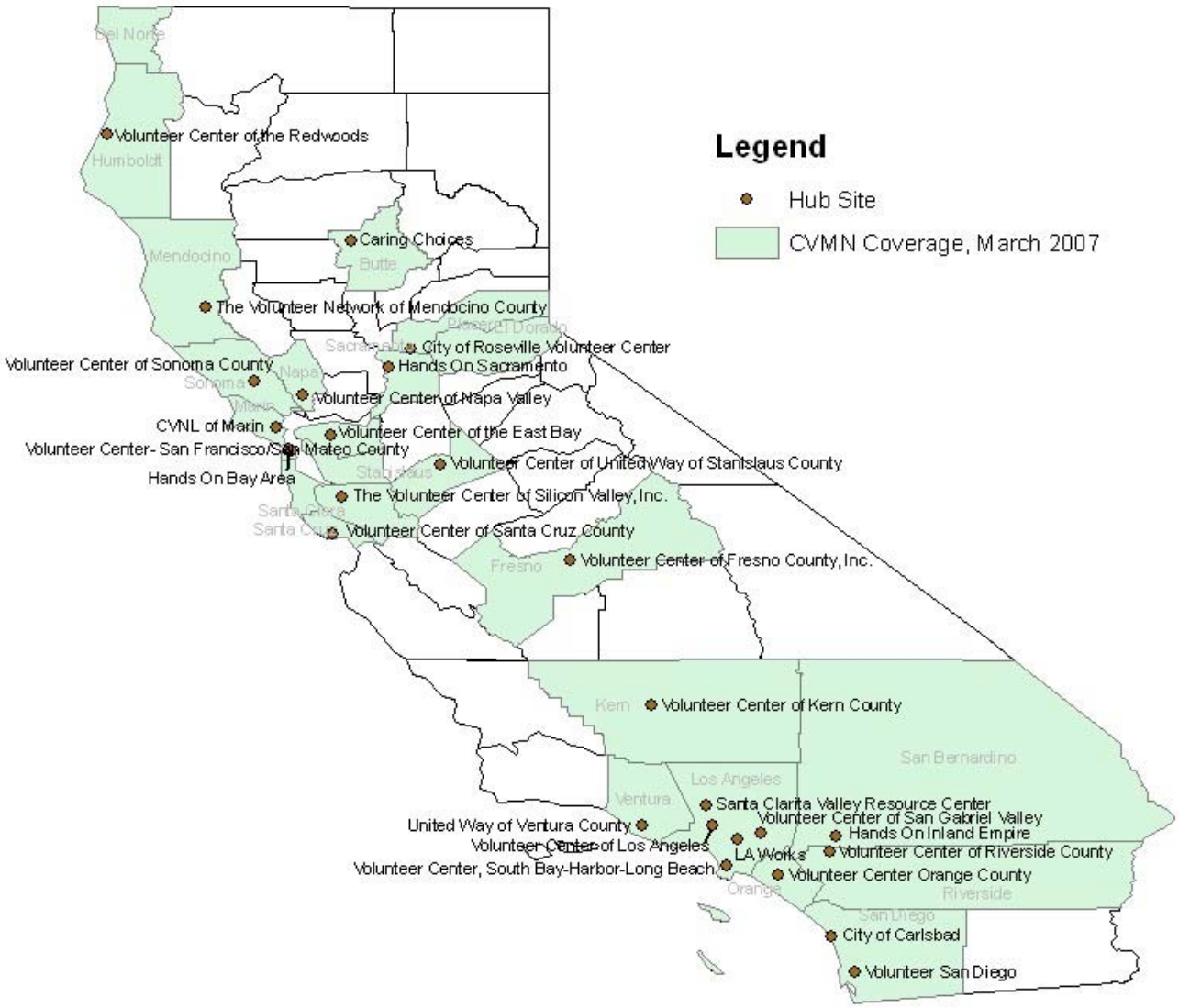


A potential volunteer would find the above volunteer opportunities after searching for Civic and Community opportunities in the 94109 zip code.

Selected volunteer opportunity:

A potential volunteer can select on an opportunity to learn more about the project. The pop-up window directs the volunteer to the local Hub organization.

California Volunteer Matching Network Coverage Areas as of March 2007



California Volunteer Matching Network
Hub Coverage by County
As of March 2007

County	Hub Name
Alameda	Volunteer Center of the East Bay
Alameda	Hands On Bay Area
Butte	Caring Choices
Contra Costa	Hands On Bay Area
Contra Costa	Volunteer Center of the East Bay
Del Norte	Volunteer Center of the Redwoods
El Dorado	Hands On Sacramento
Fresno	Volunteer Center of Fresno County, Inc.
Humboldt	Volunteer Center of the Redwoods
Kern	Volunteer Center of Kern County
Los Angeles	LA Works
Los Angeles	Santa Clarita Valley Resource Center
Los Angeles	Volunteer Center of Los Angeles
Los Angeles	Volunteer Center of San Gabriel Valley
Los Angeles	Volunteer Center, South Bay-Harbor-Long Beach
Marin	Center for Volunteer and Nonprofit Leadership of Marin
Mendocino	The Volunteer Network of Mendocino County
Napa	Volunteer Center of Napa Valley
Orange	Volunteer Center Orange County
Placer	City of Roseville Volunteer Center
Riverside	Volunteer Center of Riverside County
Sacramento	Hands On Sacramento
San Bernardino	Hands On Inland Empire
San Diego	Volunteer San Diego
San Diego (City of Carlsbad)	City of Carlsbad
San Francisco	Hands On Bay Area
San Francisco	Volunteer Center Serving San Francisco and San Mateo County
San Mateo	Volunteer Center Serving San Francisco and San Mateo County
San Mateo	Hands On Bay Area
Santa Clara	Volunteer Center Serving San Francisco and San Mateo County
Santa Clara	The Volunteer Center of Silicon Valley, Inc.
Santa Cruz	Volunteer Center of Santa Cruz County
Sonoma	Volunteer Center of Sonoma County
Stanislaus	Volunteer Center of United Way of Stanislaus County
Ventura	United Way of Ventura County

CALIFORNIA VOLUNTEER MATCHING NETWORK (CVMN)
Hub Selection Criteria

The California Volunteer Matching Network (CVMN) utilizes the strength and expertise of local volunteer connector organizations to increase the number of Californians connected to volunteer opportunities. These local volunteer connector organizations, otherwise known as Hubs, are the backbone of the system. Organizations interested in becoming a Hub in the California Volunteer Matching Network must meet the criteria outlined below. Overall, Hubs must demonstrate the capacity – including staffing – to achieve these criteria.

1. **Physical Presence**
   - Hubs maintain regular office hours in a professional office.
   - Hubs are reachable 24/7 via voice mail and/or email.

2. **Viable Organization**
   - ***Governance***
     - Hubs have a mission that includes promoting and supporting service and volunteerism.
     - Hubs are 501(c)(3) or public organizations.
     - Hubs have an active board of directors.
   - ***Financial Strength and Stability***
     - Hubs have a board approved budget.
     - Hubs are able to fund its budget and satisfy obligations.
     - Hubs have annual independent financial reviews or audits, as required.
   - ***Risk Management***
     - Hubs comply with local, state, and federal laws.
     - Hubs minimally have general liability insurance. Directors & Officers insurance is recommended.
     - Hubs have board approved personnel policies.
     - Hubs indemnify and hold harmless the State of California and its officers, directors, employees, and agents against any and all claims, damages, liabilities, costs, and expenses arising from the functions of the California Volunteer Matching Network.
   - ***Community Leader***
     - Hubs are seen as the local leader/organization for service and volunteerism.
     - Hubs are seen as a community leader.
     - Hubs develop and maintain relationships with key community organizations.
     - Hubs are able to demonstrate support from local agencies and stakeholders.
     - Hubs do local outreach in promoting service and volunteerism, including in the private sector.
     - Hubs are willing to support statewide initiatives related to service and volunteerism.
     - Hubs support national service programs, national service days, etc.
     - Hubs are willing to collaborate with other Hubs, especially other local Hubs.

3. **Programming**
   - Hubs serve as a volunteer connecting organization.
   - Hubs are able to ensure quality volunteer opportunities.
   - Hubs provide training and technical assistance in volunteer management.
   - Hubs must be able and willing to incorporate new components to the California Volunteer Matching Network as they are developed.
   - Hubs agree to work towards building the capacity to manage disaster volunteers, and develop and maintain links to other disaster organizations in the community, including but not limited to the local chapter of the American Red Cross and the local Office of Emergency Services.

4. **Community Engagement**
   - ***Nonprofit Organizations (Spokes)***
     - Hubs have strong relationships with nonprofit organizations. They have a proven ability to collaborate and/or maintain relationships with diverse organizations.
     - Hubs are able to do local outreach to gather information on volunteer opportunities.
     - Hubs are able to post volunteer opportunities.
     - Hubs offer training and technical assistance in volunteer management to local nonprofit organizations.
     - Hubs are able to populate the California Volunteer Matching Network. Hubs post all appropriate and allowable volunteer opportunities to the California Volunteer Matching Network.
     - Hubs have formal agreements with nonprofit organizations that post volunteer opportunities in the California Volunteer Matching Network.
     - Hubs actively seek volunteer opportunities for individuals with disabilities.
     - Hubs offer varied types of volunteer opportunities, i.e. group projects, done-in-a-day projects, family, and opportunities for youth.
   - ***Volunteers –***
     - Hubs are able to work with potential volunteers to guide them through the selection process.
     - Hubs work to connect potential volunteers with opportunities that match their interest, skills, and availability.
     - Hubs are able to handle walk-ins, phone calls, and email inquiries.
     - Hubs have a volunteer feedback mechanism.
     - Hubs offer ongoing training and technical assistance for volunteers.
   - ***Partners –***
     - Hubs align with the California Service Corps and the goals of the California Volunteer Matching Network.
     - Hubs advocate for the use of the California Volunteer Matching Network.
     - Hubs develop and maintain relationships with key community organizations.
     - Hubs are willing to support statewide initiatives related to service and volunteerism.
     - Hubs are willing to participate in statewide meetings, trainings, and the Statewide Hub Network.

- Hubs are willing to collaborate with other Hubs, especially other Hubs in the same geographic area.

5. Operations

- ***Ability to Manage Online Technology –***
  - Hubs use one of four technology products – Volunteer Solutions, 1-800-Volunteer, Hands On Technology, or Samaritan.
  - Hubs have and maintain a website.
  - Hubs are able to insure the integrity of the data.
  - Hubs work to minimize duplications.
  - Hubs work to maintain current information in the system.
  - Hubs include a link to the state portal of CVMN on their homepage.
  - Hubs insure the security of their local data, especially volunteer information. Hubs may not sell volunteer data to other entities.
  - Hubs have a defined privacy policy in place, especially as it relates to web and data technology.
- ***Office Operations –***
  - Hubs maintain regular office hours in a professional office.
  - Hubs are reachable 24/7 via voice mail and/or email.
  - Hubs demonstrate the capacity – including staffing – to achieve these criteria.
- ***Reporting and Evaluation –***
  - Hubs share agreed upon data with the California Service Corps for reporting purposes.
  - Hubs submit complete, accurate, and timely reports as required.
  - Hubs have a volunteer feedback mechanism.

CALIFORNIA VOLUNTEER MATCHING NETWORK (CVMN)
Hub Quality Assurance Standards

The Hub Quality Assurance Standards complement the criteria that informed the selection of Hub organizations. These standards are not intended to replace those criteria, but rather to clarify and further expand upon them.

VIABLE ORGANIZATION

A. **Governance:** The Hub is well-managed and considers service and volunteerism to be a core part of its mission.
- The Hub is a 501(c)(3) nonprofit organization, public agency or institution of higher education. In an institution of higher education, the Hub may be a unit or sub-unit of the larger college/university, such as a service-learning center, public service center, etc.
- The Hub has a mission statement that includes promoting and supporting service and volunteerism.
- The Hub has board-approved policies on risk management, personnel and program operations.
- The Hub has an advisory group that provides guidance and input on volunteer recruitment and referral activities (for nonprofit organizations only).

B. **Financial Strength and Stability:** The Hub is financially stable and has adopted policies and procedures that contribute to ongoing stability.
- The Hub has a board-approved budget.
- The Hub is able to fund its budget and satisfy obligations.
- The Hub has an annual independent financial review or audit, as required.

C. **Risk Management and Liability:** The Hub carries relevant insurance policies.
- The Hub carries general liability insurance. Volunteer, and Directors and Officer's insurance are not required, but are strongly recommended.

D. **Institutional Support of CVMN:** The Hub's governing board supports its participation in the CVMN.
- Nonprofit organizations: The Hub's board of directors has approved a resolution acknowledging and supporting the organization's participation in the CVMN.
- Institutions of higher education: The Hub has a letter of support from the college/university president, or other executive leadership.

PROGRAMMING

E. **Supports Service and Volunteerism:** Volunteer recruitment and referral are part of the Hub's core activities.

F. **Adequate Staff Infrastructure:** The Hub maintains adequate staffing to fulfill its core volunteer recruitment and referral responsibilities, including those associated with CVMN.

G. **Utilizes Feedback from Volunteers:** The Hub solicits, and is responsive to, volunteer feedback on their experience with spokes.
- The Hub has an established feedback mechanism available for volunteers to provide comments about their experience at spokes (activities, training, supervision, etc.).

H. **Establishes Clear Guidance and Expectations for Spokes:** The Hub clearly describes spoke expectations, roles and responsibilities; provides criteria for appropriate volunteer activities; and evaluates the volunteer infrastructure of prospective spokes.
- The Hub has an initial assessment process for prospective spokes.
- The Hub has a process for following up on red flag issues with spokes.
- The Hub maintains formal agreements (MOUs) with spokes. MOUs are updated at least once every three years. MOUs may be electronic. Updates may take the form of an addendum to the original MOU.
- The Hub gathers relevant information from spokes, i.e. total number of volunteers utilized, etc. [In discussions with the four approved products, CSC will discuss building data collection into each product to make this process less labor-intensive for Hubs. Additional data will be gathered by an outside evaluator]
- The Hub ensures that all volunteer opportunities posted to the CVMN are appropriate and do not include prohibited activities.

COMMUNITY ENGAGEMENT

I. **Works with Potential Volunteers:** The Hub provides potential volunteers with information, guidance and feedback to move through the selection process.
- The Hub guides potential volunteers through the selection process
    - Responds to email, phone and in-person inquiries within two business days.
    - Has staff whose responsibilities include working with volunteers.
- The Hub provides information and services to all potential volunteers (demographic groups, types of volunteers, etc.).
- The Hub provides information on a variety of volunteer opportunities (episodic and long-term, different issue areas, etc.).
- The Hub has an established feedback mechanism for prospective volunteers to provide comments about their experience with the Hub's staff, website, etc.

J. **Supports Spokes:** The Hub supports spokes in their role as volunteer opportunity sponsors.
- The Hub provides volunteer management and other training on at least an annual basis.
- The Hub provides information about, and referrals to, other resources and training events.

OPERATIONS

K. **Ability to Manage Online Technology:** The Hub maintains the technology, policies and procedures needed to fulfill its web-based roles and responsibilities.
   - The Hub has a defined privacy policy in place, especially as it relates to volunteers' personal data.
   - The Hub works to minimize duplication of volunteer opportunities.
   - The Hub works to maintain current volunteer opportunity information.
   - The Hub maintains a dynamic and user-friendly website.
     - Information on the website is current.
     - Users can easily reach volunteer opportunity information from the homepage.
     - Information on how to contact the Hub and the spokes is clear and easy to find.

CALIFORNIA VOLUNTEER MATCHING NETWORK (CVMN)
Hub MOUs with Spokes (Nonprofit Organizations)

Hubs must establish and sign MOUs with spoke organizations to which they are referring volunteers. MOUs may be customized to fit the needs of individual Hubs, but must address the following topics:

Safe and Productive Environment

- Volunteers have a safe environment in which to serve.
- Volunteers have workspaces, as appropriate to the service opportunity.

Volunteer Training and Support

- Spokes interview and screen volunteers and comply with all federal and state laws that apply to screening volunteers that will work with at-risk and/or vulnerable populations.
- Volunteers receive appropriate orientation and training. Orientation and training addresses needed skills, as well as any relevant safety issues.
- Spokes recognize their volunteers through activities, events, certificates, etc.
- Spokes have written descriptions of each volunteer position. Information provided to Hubs on volunteer activities (e.g., a brief summary of a volunteer tutor's responsibilities to be used in the online posting) will be considered a sufficient position description.

Volunteer Activities

- Spokes provide service to their clients without regard to race, color, religion, gender, sexual preference, national origin, age, marital or veteran status, or the presence of a non-related medical condition or disability. A spoke may not discriminate in the acceptance of volunteers on this basis.
- Spokes do not post opportunities that would engage volunteers in prohibited activities.
- Volunteer opportunities ultimately benefit the community.

Spoke Organization Infrastructure/Setup

- Spokes provide the Hub with the name and contact information for a designated volunteer coordinator, director or supervisor. Spokes also provide updates on staffing changes (i.e., new volunteer coordinator), contact information, etc.
- Volunteers may not displace employed workers or impair existing contracts for services.
- Spokes provide ongoing support and education to staff regarding the volunteer program and individual staff responsibilities to volunteers.
- Spokes make information on volunteer management best practices available to staff assigned to supervise volunteers, and encourage formal training when practical.
- Organizations eligible to become spokes are limited to 501(c)(3) nonprofit organizations and public agencies (i.e., libraries, schools, parks and recreation districts, etc.). Exceptions may

be made in the case of for-profit entities who post direct service volunteer opportunities that do not benefit the for-profit entity itself (e.g., a private nursing home that recruits volunteers to organize social activities and games for nursing home residents).

Risk Management and Liability

- Spokes carry general liability insurance. Volunteer insurance is not required, but is strongly encouraged.
- Spokes indemnify each prospective volunteer and hold harmless the State of California (i.e., CSC) and the Hub, its officers, directors, employees and agents, against any and all claims, damages, liabilities, costs and expenses arising from the state/Hub's referral of volunteers to the spoke, etc.

Reporting

- Spokes respond to Hubs' information requests (updated volunteer listings, volunteer supervisor contact information changes, etc.).
- Spokes submit volunteer opportunity listings with complete information and in a timely manner.
- Spokes agree to release data for, and/or participate in, statewide evaluations.

Term

- The MOU specifies the term for which the agreement is valid. MOUs should be renewed at least every three years.

CALIFORNIA VOLUNTEER MATCHING NETWORK (CVMN)
Prohibited Volunteer Activities

Prohibited volunteer activities are important elements in the roles of both Hubs and spokes. Hubs ensure that prohibited activities are clearly outlined to spokes, and that postings to the CVMN are consistent with allowable activities. Spokes understand that while the list of prohibited activities does not govern all their operations, it does set limits on allowable CVMN activities.

The following list encompasses minimum requirements for activities posted through CVMN. Hubs may add additional activities as appropriate to their organization, region, etc.

Illegal Activity

- Activities that involve, or advocate for, destruction of public or private property; harm to individuals; or otherwise violate local, state or federal laws (e.g., an abortion clinic protest that advocates harming clinic staff, a protest that involves deliberate disruption of downtown traffic/business, activity that involves destruction of a lab whose experiments involve animals in testing, etc.).

Religious Activity

- Religious and/or sectarian activity and/or proselytizing. Faith-based organizations may sponsor CVMN volunteer opportunities, but posted opportunities may not require volunteers to engage in activities that are religious in nature (e.g., leading prayer groups, etc.), or to be a member of the organization's affiliated church, religion, etc.

Political Activity/Advocacy

- Political advocacy related to national, state, or local campaigns (candidate or ballot initiative)
- Assisting, promoting or deterring union organizing
- Partisan voter registration drives

Research

- Participating as subjects in medical trials, scientific or market research.

Administrative Roles/Displacement

- Activities that displace paid staff

Type of Organization

- Activities performed with or for individuals independent of an agency
- Activities performed with or for for-profit entities. Exceptions may be made in the case of volunteers who are providing direct services that do not benefit the for-profit entity itself.

Additional County Hub Coverage Anticipated by June 30, 2008

Colusa	San Luis Obispo
Glenn	Shasta
Kings	Siskiyou
Lassen	Solano
Madera	Sutter
Merced	Tehama
Modoc	Trinity
Monterey	Tulare
Plumas	Yolo
San Benito	Yuba
San Joaquin	

Other counties may be added as opportunities arise through Hub expansions.