

Volunteer Centre
End of Term Service Coordinator Report



Winter 2017
Fiza Tariq & Ruchit Patel

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Introduction

This report outlines the workings of the FEDS Volunteer Centre over the last four months, encapsulating the Winter 2017 term.

Volunteer Management

The Coordinators were hired by the Coordinators from the Spring 2016 term and the Services Manager for this service. The Coordinators hired an Executive team for the Fall term.

- * Coordinators: Fiza Tariq and Ruchit Patel
- * Executives:
 - * Communications: Charmaine Pasadilla
 - * External Affairs: Shail Patel
 - * Internal Affairs: Marissa Cheah
 - * Information/Technology: Christina Liu

The hiring process for the Spring 2017 term has selected two new coordinators and four new executives.

- * Coordinators: Christina Bei Shang and Archi Rahman
- * Executives:
 - * Communications: TBD
 - * External Affairs: TBD
 - * Internal Affairs: TBD
 - * Information/Technology: TBD

Volunteer Recruitment

General service volunteers were advertised on Leads and the Volunteer Centre website. These volunteers were hired with the opportunity to manage office hours, assist in any events that may be planned and offer feedback on the database development. Shifts for the office were set at the beginning of term, and any reschedulings were handled by the internal Affairs Executive. Volunteers were asked to attend a training session that outlined their roles. Unlike previous terms, volunteers were assigned more responsibility for their roles as they had access to the admin end of the Volunteer Centre database and allowed to manipulate and make changes to the .

Training Information and Review

Training Information can be found in the training document attached in the **Appendix 1**.

Meetings

Meetings were held bi-weekly for Executives. Also, volunteers were provided training and then constantly contacted and checked upon virtually using Facebook. This was to encourage community building and teamwork within the Centre. All issues and problems were heard, addressed and acted upon. Mid-term check-ins also occurred with executives to discuss progress and establish support.

Volunteer Retention and Engagement

We utilized a Facebook group with all volunteers on it for regular communication. Time commitments and office hours were set in the first week of the term so students knew their commitment for the whole term, and changes were made on a case-by-case basis. This way they are able to be fully aware of their responsibilities outlined in their role. Many felt like they were failing to assist students in finding volunteer positions because there were not many visitors coming to office hours. As a primarily online service, this is to be expected as in-person traffic is limited. Volunteers were also assigned to update the Volunteer Centre database with new postings on Leads. The IT Executive would then check for postings; ensure all had been transferred from Leads to Volunteer Centre's database and let the volunteers know about postings that had not been updated.

Moreover, an Excel sign in sheet was located on the computer desktop of the Volunteer Centre. The purpose of this was to track which volunteers were actually attending the office hours, record the number of visitors they interacted with, and identify and record any commonly asked questions.

This term the volunteers were engaged by constant communication and contact with them, by the executives and coordinators. Volunteers were provided updates about happenings at the back end of the Volunteer Centre, as well as encouraged to contribute innovative ideas and thoughts about making the Centre run better on the front end.

Volunteer Recognition and Appreciation

Volunteer Recognition and Appreciation was carried out by distributing Feds gift cards at the end of the term. They were also thanked for their efforts and commitment to the Volunteer Centre through recognition on Facebook.

Executive Recognition and Appreciation

Executive Recognition and Appreciation was carried out by distributing Feds gift cards at the end of the term. They were also thanked for their efforts and commitment to the Volunteer Centre through recognition on Facebook, as well as thanked in-person at the last meeting.

Disciplinary actions

For this term, no executives or volunteers withdrew from their position or were let go. No disciplinary actions were explicitly taken due to their withdrawal before action could be taken.

Communication

The Volunteer Centre website is currently live. A meeting was held with Kyle this term to address identified issues about the website. One example of a recent change is that the ability to filter all options, under the 'Search All' button was added.

Social media platforms, especially Facebook, were constantly and consistently used this term to communicate with other students. The primary social media platform used to access volunteers and executives was Facebook, which worked without any problems. Facebook groups, as well as private messages, were a perfect method to interact with the Volunteer Centre team and all other students.

Volunteer Spotlights on our facebook page have continued this term, with some difficulties in getting organizations/clubs to send us volunteer information. The Volunteer Spotlight highlights volunteers from around campus that have been doing an exceptional job within their service. A sample letter, created by the current Communicators Director is present in the attached executive report.

Events and Activities

This term we set up promotional and informational booths throughout the semester. We interacted with many students at SLC, gained exposure and informed other students about our service. The booths were a success. Many students were wanting to get involved but did not know where to get started, thus the booths were the perfect method to reach out to these students. For more information, please see form in **Appendix 2**.

Partnerships/Collaborations

On campus partnerships

The Volunteer Centre is willing to partner with every on-campus group, but it is not necessarily easy to organize and sustain. We have received an increasing amount of organization sign ups, due to the growing awareness of our service, as well as a recent video that outlines how to sign up. The links for the videos can be found below:

Students

<https://www.dropbox.com/s/73c0iw0t30c47fq/Feds%20Volunteer%20Video%20%28Students%29.mp4?dl=0>

Organization

<https://www.dropbox.com/s/j9nfpxxxnkc6s4h/Feds%20Volunteer%20Video%20%28Organization%29.mp4?dl=0>

Community partnerships

Our primary community partnership is held with the Kitchener Waterloo Volunteer Action Centre (KW VAC). When external organizations use KW VAC, they also have the opportunity to list their positions directly to the University of Waterloo students through the FEDS Volunteer Centre. Our system is directly linked to KW VAC's and we offer students external opportunities directly through our system.

Moreover, this term, our External Director has also been working on reaching out to organizations that can provide international volunteer opportunities to our students. We reached out to Waterloo International to learn about the vetting process for having international volunteer opportunities posted. Also, our partners are various other student-led organizations across campus, such as various student societies and first-year residences.

Inventory

We currently have:

- * 1 Roll Up
- * 1 A-Frame
- * 1 trifold
- * Whiteboard and markers
- * One full box of magnets
- * One full box of business cards
- * A box of Volunteer Centre branded buttons
- * A box of Volunteer Centre branded phone card-holders
- * A box of freezies
- * A box of Volunteer Centre T-shirts

All of the above mentioned items are held within our one and only office at SLC 3107.

Budget

Overview

One of our major events during the semester were the Volunteer Centre booths. However, they did not have direct costs related to our budget. Also, new replacement tri-fold was ordered for the Volunteer Centre; thus, the remaining portion of marketing budget was spent there. The other costs were related to office supplies, volunteer and executive appreciation, and in-office meetings. For more information, please see **Appendix 3** for copy of the budget.

Current status

Due to end of the fiscal year, our budget was constrained with the remaining funds available for utilizing and spending. There was no money left in the events line, which constrained our ability to hold any events, other the promotional booths this semester. Moreover, we required a replacement tri-fold, as many features have been updated since the Volunteer Centre started in Fall 2015. There was a large excess of volunteer training funds that were not directly used this term but we available to cover our deficit in the events line. Also, we are currently in the process of hoping to purchase a tablet, specifically for the Volunteer Centre, so that students can be reached out from booths with easy access to our website.

Future recommendations (long term and short term)

Short Term

The events budget should be used wisely every semester, to ensure that enough money is remaining for the later semesters in the fiscal year, to be able to utilize for more events. Moreover, interaction ways of connecting with the on-campus community should be discussed and implemented, such as utilizing a cool 'Why do like to Volunteer?' video series that asks students on-campus about reasons they like to volunteer. This would be a great way to interact with current students, while allowing them to reflect on their reasons to get involved on-campus.

Long Term

A larger budget, than 2016-2017, events' budget should be allocated for the Volunteer Centre. This would allow us to provide high quality events for our students while enabling us to hold the events in the first place. Moreover, the Volunteer Centre should expand itself and call itself the 'Get Involved' Centre, that allows students to get involved within the University of Waterloo community through more than just volunteer positions - events and part-time jobs on-campus can also be posted through the 'Volunteer Centre' database.

Operations

Office Maintenance

Volunteer Ambassadors committed two hours per week for their responsibilities. The Executives held office hours for two hours per month.

The Volunteer Ambassadors were responsible for checking Leads for new positions and export them to the Volunteer Centre website. The Executives and Coordinators would routinely check whether new positions from Leads were transferred to the Volunteer Centre website and if not, then they would instruct the Volunteer Ambassadors to do so at the earliest. This was the first time when Volunteer Ambassadors and Executives were given access to the admin side of the Volunteer Centre website. This was really helpful as the work was more or less evenly distributed and this streamlined that process. Furthermore, boothing stations were set up in the

SLC Marketplace instead of regular office hours on certain days in order to increase the awareness of the Volunteer Centre.

A suggestion for the future is that the booths need to be set up in different areas of the campus (DC, SCH, DP etc.) in order to reach a wider audience. Also, another suggestion is to spread out the boothing days evenly across the term. Also, a pre-set schedule should be prepared that allows coordinators, executives and volunteers to be equally involved with the promotional booths, rather than simply assigning booths during office hours.

Executive Meetings

Meetings with the executives were held bi-weekly. Since the office was being used by other services during our meeting time, we booked rooms in SLC for our meetings. In the meeting, each executive provided updates on the tasks he/she was responsible for and asked the coordinators for assistance if needed. Any new recommendations or ideas were also discussed by the executives. More details can be found in each executive's attached report. Furthermore, the Coordinators provided any updates they had on their end to the executives.

Volunteer Meetings

Meetings with the Volunteer Ambassadors were mainly held by the Internal Executive. The Coordinators had occasional meetings with the Volunteer Ambassadors. Most conversations and updates were facilitated through Facebook and this was more efficient.

Website Maintenance

Website was maintained by the Coordinators. A meeting was held with Kyle to implement minor new changes to the website and all suggestions were addressed regarding the website.

The changes made this term include

1. On the admin side, the inactive positions are no longer displayed on the Volunteer Positions page. They can be seen via selection "Inactive" for "Position Status".
2. Keyword search functionality was added.
3. SNS Share button was added on top to the volunteer position detail page to allow for easy sharing of opportunities via social media.
4. A 'Get Direction' button was added at the bottom of the volunteer positions detail page that connects directly to Google maps.

Short Term Suggestions, Plans and Goals

- Hold booths all across the campus.
- Integrate ways to make boothing more interactive and attractive for students.
- Advertise about the Volunteer Centre via Learn.
- Identify large first year lectures and present about the Volunteer Center for 2 minutes before/after the lecture in order to increase awareness.

- Hold consistent office hours and find incentive for volunteers to be excited/dedicated to attend volunteer hours.

Long Term Suggestions, Plans and Goals

- Have volunteer opportunities which are posted on LEADS to be listed primarily listed on the Volunteer Centre website.
- Integrate volunteer opportunities from main co-op areas, international experiences and satellite campuses.
- Organize volunteerism trips for students so that the Volunteer Centre can have a physical presence as well.

Recommendations

Feds

- Email an EOT updated budget to the Volunteer Centre, to ensure accuracy and consistency with our budget records.

Services Manager

- The Facebook group was an efficient way to provide any updates to the service coordinators and this method of communication should be continued.
- Also, key dates presented at coordinator training were helpful for next term planning for future coordinators.
- Possibly reduce meetings to bi-weekly with coordinators.

VP Internal

- Presence in at least one meeting a month would be helpful. This would help discussion of possible new initiatives and whether or not they would be implementable.

Marketing

- Great at being quickly responsive and replying back timely.
- Having the marketing co-op student attend our weekly meetings was helpful as we were able to directly convey our needs in person.
- Provide a receipt or confirmation of final order size and cost per order placed.

Important Contacts

Kitchener Waterloo Volunteer Action Centre:

Jane Hennig - jane@volunteerkw.ca

Dianne Boston-Nyp - dianne@volunteerkw.ca

CSG Website Developers:

Kyle Young kyoung@csg.uwaterloo.ca

Chris Lee cslee@csg.uwaterloo.ca

Executive EOT Reports

Each of the 4 executives were asked to submit an EOT report that reflected their work during the term, as well as future recommendations for executives. Please see Appendix 4 for details about each executive's' report.

Statistics (Impact) Reports on:

Visitors

There were approximately 45 visitors to the centre this term, an increase from the 30 last term. This was counted using an Excel check-in sheet that is completed by all Volunteer Ambassadors and Executives. Also, over 750 searches were done in Winter 2017 on the website. Faculty wise, the most searches were from the Faculty of Arts (24.3%) and the least were from the Faculty of Environment (9.4%).

Members

Organizations continued to sign-up for the Volunteer Centre. Many requests were received by the Volunteer Centre to enroll new organizations so they can post about their new positions. For future, the process of providing each organization with their username and password needs to be streamlined.

Appendices

Appendix 1

Volunteer Training Session

Introductions of Coordinators, Executives and Volunteer Ambassadors

Goals for the Term (after discussion with each executive)

Communications

- Develop poster and slide for marketing via Learn and in lectures

- Maintain Thursday Volunteer Spotlight

External

- Focus was on featuring international volunteer opportunities on the Feds Volunteer Website
- Connect with residence dons

Internal

- Set up routine boothing
- Provide training to volunteers and maintain office hours
- Maintain constant communication with volunteers and provide them with updates

Office Hours

Getting the Key

- If you are the first shift of the day, go to the Turnkey desk to sign out the key with your WatCard
- If you are not the first shift of the day, ensure that you swap WatCards with the person who held the shift previous to you (do this by going to Turnkey and let them know that you are swapping your watcard)

Briefing

- Have the previous person on shift brief you about any information you need to know for this shift
 - For example, if a student said they would return at a later time in the day
 - This may not be necessary every time, use your discretion.

Signing on the Computer

- Use the computer on the right hand side of the room (when you enter into the office). This computer has been assigned to Volunteer Centre.
- The username is ---vc1 and the password is volunteer
- Please use the computer for appropriate uses.

Switching Shifts

- Email/FB message the Internal Executive to switch shifts
- Posting in the Facebook group is ok, but make sure that someone covers your shift

A-frame

- If you are the first person on shift for that day, please take the A-frame (standing sign) and place it outside the door

During Shift

About the Feds Volunteer Center

- This is general information about the Feds Volunteer Center in case a student asks
 - The Feds Volunteer Center is in SLC 3107 (the room they would be standing in if they were asking you this)
 - Office Hours are 10 AM – 2 PM Monday to Friday
 - Email is volunteer@feds.ca
 - Our phone number is (519) 888-4567 x30343
 - Twitter is @FEDS_VC
 - Facebook is <https://www.facebook.com/pages/Feds-Volunteer-Centre/>

What are we and what do we do

What we do for people within the university community:

We connect students/staff/faculty with volunteering positions **on** and **off** campus. We maintain a huge database that people can log on and look through volunteer positions with different parameters (interest, skills, organization, special events).

What we do for members/organization that advertise their positions through us:

This serves particular useful for members/organizations (ex: Arts Undergraduate Office) who look for student volunteers for different positions. This is a system that can a member/organization can post all of their opportunities on to have people within the UWaterloo community to peruse.

Looking for Volunteer Opportunities

- If the student needs help to find a volunteer opportunity, go to volunteer.feds.ca to help them search
 - Search by interests
 - Search by time available
- If the student wants assistance applying, help them

Signing Up Organizations

This may be something you will be asked to do during your shift. You will be sent a message or you will have a note for your before your shift starts.

We want to have as many organizations as possible join our service. Therefore, sometimes we need to sign them up for it and then explain it to them. Sometimes in your shifts you will be given a list of organizations, or asked to investigate different organizations that can join our service and sign them up.

To sign them up, go to volunteer.feds.ca and on the right, click “click here to sign up your club/organization” and then fill in all the information you have on them. Go to the following link:

<https://docs.google.com/spreadsheets/d/1nB1PPXLwynd5QiztwlawCatsJDVZSHaAll0NHxxDT34/edit?usp=sharing>

to fill in the information so that we are not duplicating any organizations. Remember this is for new organizations, not just different volunteer postings.

Cleanliness (Recycling and Garbage)

- Garbage is taken out on Wednesday
- Vacuuming is done on Wednesday
- If you find the recycling is full, YOU need to empty it as custodial services are not responsible for recycling
 - Empty it into one of the larger blue recycling bins

After Shift

Getting your WatCard

- Remember to get your WatCard back from the Turnkey desk
 - If you are NOT the last person of the day, remember to swap WatCards for the key

Briefing

- Remember to brief the person following your shift of anything important
 - For example, a student who said they would return later
 - Fill out a google sheet to log what happened

A-frame

- If you are the last person on shift for that day, please take the A-frame (standing sign) from outside the door and bring it inside

Closing Remarks

Our expectation is basically that you'll do your job. Ideally we'll be checking on your progress at least biweekly, but feel free to contact us earlier with feedback or questions. We want you to make this role what you want it to be and be creative with it!

We want this to be a welcoming and home-like environment. Feel free to call, text or email both of us anytime.

Appendix 2

Info Booths in SLC Marketplace

Category <i>Educational, Social, Promotional, or Other</i>	Promotional	Service Name	Volunteer Centre
Total Direct Event Costs	\$0	Dates	February 27, 2017 February 28, 2017 March 7, 2017 March 13, 2017 March 14, 2017 March 16, 2017
		Times & Timing	10:00am - 2:00pm
		Location	Student Life Centre
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Volunteer Coordinators and Internal Executive	Total Participants	Approximately 120
Partners in organizing	N/A	Comments:	N/A
Number of students involved in planning and execution	Planning: 3 Executing: 11	Demographics:	
Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i>			
N/A			
Goals and Learning Outcomes of the Event			
The goals of these info booths were to: <ol style="list-style-type: none"> 1. Increase the awareness of the Volunteer Centre amongst students 2. Provide information about the Volunteer Centre to students who come up to the booth 3. Teach students how to navigate the Volunteer Centre website 			
Summary of Event			
The booths were successful. We handed out a significant amount of promotional			

material and interacted with approximately 120 students over the 6 booth sessions. Also, we were able to first-hand demonstrate how to use the Volunteer Centre website and this was well received by the students.

Recommendations for Future Events

1. Bring enough promotional material.
2. Get a tablet to show off the Volunteer Centre website to students.
3. SLC Marketplace is a busy place so try to provide a brief summary of Volunteer Centre as students are usually in a rush.
4. Have the spin wheel game at the booths. This would encourage students to come and interact.

Appendix 3

Volunteer Centre - Winter 2017						
		Year Budget	W17 Budget	Term Actuals	Term Difference	
Revenue:						
	Sales	0.00	0.00	0.00	0.00	
	Funding	4,050	1,350	1,265	85.00	
	Total Revenues	4,050	1,350	1,265	85.00	
Expenses:						
6000-6100	GENERAL OFFICE AND SUPPLIES	100.00	33.00	0.00		
6215-6100	VOLUNTEER RECOGNITION	1,050.00	350.00	190.00	160.00	
6300-6100	TELEPHONE	275.00	92.00	0.00	92.00	
6320-6100	PHOTOCOPYING	25.00	8.00	0.00	8.00	
6400-6100	ENTERTAINMENT/PROMOTIONS	150.00	50.00	96.00	-(46.00)	
6600-6100	ADVERTISING	0.00	0.00	0.00	0.00	
6790-6100	AMORTIZATION	800.00	267.00	267.00	0.00	
6800-6100	VOLUNTEER TRAINING	800.00	267.00	0.00	267.00	
7165-6100	EVENTS	850.00	283.00	0.00	283.00	
	TOTAL EXPENSES	4,050.00	1,350.00	492.05	857.95	

Appendix 4

INTERNAL EXECUTIVE EOT REPORT

Job Duties/Expectations

- Maintain constant communication with volunteers to keep them up-to-date on events, shifts, any other relevant information
 - o Hold monthly/biweekly meetings
 - o Facebook group
- Ensure volunteers are showing up to shift
- Hold regular office hours (requirement for all volunteers and executives)
- Work towards improvement of volunteer management for Volunteer Centre
- Attend regular executive meetings (biweekly) to provide updates

Accomplishments this Term

- Held info booths at the SLC marketplace to help promote service
 - o Use this website to book them (max 3 dates per request)
 - o <http://www.feds.ca/services-event-form/>
- All volunteers attended shifts
- Constant communication was maintained through Facebook group and messenger

Complications

- Volunteers improperly communicated their inability to show up to shifts (i.e. had to ask how to deal with it, or didn't actively look for someone to take over their shift)
- Not all volunteers were trained right away, and didn't actively add LEADS postings to the website
- No accountability for people showing up to shifts, going to training, promoting the service, etc.

Recommendations for Future Internal Executive(s)

- Hold an initial meeting before volunteers start their 1st office hours to help familiarize everyone with each other, as well as setting expectations for the term
- Find a way to improve accountability for shifts (e.g. give them admin access so that it can track each user's time on the website instead of giving everyone the same admin login)
 - o Can alternatively use the volunteer appreciation as an incentive to show up to all shifts
- Excel file worked this term, but having a more official sign in method is recommended in case someone deletes the file or deletes entries

IT EXECUTIVE EOT REPORT

Daily Activities

- Adding a new organization
- Creating a new Login
- Responding to emails
- Checking Leads Positions

Adding a New Organization

There are two ways you will be notified when an organization needs to be added to the site:

1. Via Email, when an organization requests to post volunteer positions on the site via the user side of the site
2. As per a coordinator or president's request

Via Email

An email request will look like the sample below:

When you receive this email you are to follow the (1) Adding an Organization instructions followed by the (2) Creating a Login. If you are adding a organization or login via coordinator request, the same information will be provided through email.

Steps to Add an Organization

1. Navigate to the Admin tab
2. Under Member Admin click Membership
3. At the top of the page highlighted in blue click Add an Entry
4. Fill out the correct information provided by the Coordinator or the Email
5. Make sure that it is Published and Active

Creating a Login

1. Navigate to Admin tab
2. At the bottom of the page under User Administration Click Create A User
3. Fill in the appropriate info:

Typically, we set passwords as: organization name Volunteer. Ex: UnitedWayVolunteer. Users can change their passwords to something of their choosing after creation.

Typically, the username is: organization name Ex: UnitedWay

4. Click Add
5. Navigate back to the Admin tab
6. Select User Groups
7. Navigate to Members under Group Name and choose Add/Edit Users
8. At the top of the page click Add an Entry
9. Under Group Names click Members
10. Under User Names choose the username you just created
11. Click Add

12. Once this is complete, you need to add the information to the shared google spreadsheet [here](#). An email will automatically be created and sent to the user when the appropriate login information is added to the document.

Responding to Emails

Check the fedsvolunteer@gmail.com email regularly to respond to any website inquiries or position posting requests.

Checking Leads Positions

Check Leads to make sure all non-paid positions are being posted to the database regularly. Once a week, make a list of the positions that still need to be updated and post it to the volunteer group.

Projects

Projects

- Online Community

As a continuation of last term's attempt to foster an online community, this term, we looked into Google Groups to create a forum. This group would be a Q & A forum, monitored by the Volunteer Centre to answer questions that students who are not able to make it to office hours pose. It has not been set up yet, but attaching it to the Volunteer Centre Gmail account would be ideal.

As per last term the objectives would be to:

- o Encourage volunteering
- o Create a community of volunteers
- o Create a dialogue about volunteering
- o Create an online interface to replace our physical presence on campus – instead of visiting in person to office hours, volunteers would login to this community

Things to look into are:

- o Using the uwaterloo email to sign up to pose questions
- o Have someone monitor the forum and respond to questions regularly

EXTERNAL EXECUTIVE EOT REPORT

- **This Term**

- For this term, the focus was on featuring international volunteer opportunities on the Feds Volunteer Website
- Waterloo International (currently feature volunteer/ work opportunities abroad)
- Contacted: Ibi Brown to communicate our interest in featuring international volunteer positions on the website.
 - o Asked about the vetting process of opportunities
 - o We still need to follow up with Ibi about this because I was unable to reach her through phone.
- Emailed housing@uwaterloo.ca: to use residence dons for communicating to first year students about Feds Volunteer Center
 - o Confirmed: Brief intro and FVC website information was forwarded to Dons but we do not know if the information was communicated to students

- **Future**

- We need to follow up with Waterloo International, they are tricky to deal with so we must send multiple emails/ phone calls to get in reach.
 - o Need to confirm the vetting process and ways to feature their postings on our website (could be just a link, that redirects students to their website)
- Have to find a better way to connect to residence dons: dons' emails are not featured on the UW residence website. (Basically, just need to confirm whether they talked to their students about FVC)
- Volunteer Action Center in KW: haven't heard back from them but they can be source of many relevant volunteer opportunities for youth.
 - o Some of the other places that need to be contacted: City of Waterloo, City of Kitchener, Region of Waterloo
- I did not focus on getting more on campus opportunities, however we should contact the faculties and put their volunteer opportunities on the website as well.
 - o Keep in mind to document future outreach communications
- Please feel free to contact me if you have questions.

COMMUNICATIONS EXECUTIVE EOT REPORT

Twitter

Username: FEDS_VC

Password: Volunteercentre1110

Hootsuite

Username: fedsvccommunications@gmail.com

Password: FEDSvc1110

Gmail

Username: fedsvccommunications@gmail.com

Password: Volunteercentre1110

Reddit

Username: FEDsVolunteerCentre

Password: FEDSvc1110

Term Happenings

- Updating Social Media
 - posted on social media accounts to promote services and opportunities
 - twitter is better for quick updates and short links
 - facebook is better for event promotion and more informational posts

- connected Twitter and Facebook accounts to Hootsuite to streamline posts
 - allows scheduled posting across multiple social media platforms
- Volunteer Spotlights
 - emailed groups on campus with volunteers to be featured on our facebook page
 - sent mass email out with intention to schedule posts throughout the term
 - see Appendix 1 for email template

Future Recommendations

- ask friends in students groups for help in getting volunteers for the volunteer spotlights
- continue to find ways to make the social media pages fun
- use hashtag to promote events and service
- ask FEDS to feature the Volunteer Centre on social media accounts
- post on Reddit weekly on r/uwaterloo

Sample Email Template (for reaching out to student groups about Volunteer Spotlights)

Hello!

I am _____, the Communications Director for the FEDs Volunteer Centre. As a part of the Volunteer Centre's communication outreach, we run a weekly series on our Facebook page called "Volunteer Spotlights". Our "Volunteer Spotlights" showcases an individual who has done outstanding work for their group or organization.

Would you be interested in nominating an individual who you believe deserves to be highlighted for being an excellent volunteer? If so, I will require quotes from them on why they value volunteering and an important moment of volunteering they have experienced. I will also need a photo to attach to the post.

Please feel free to ask any questions or to talk to me further about "Volunteer Spotlights". I would appreciate your participation in this series!

Kindest regards,
