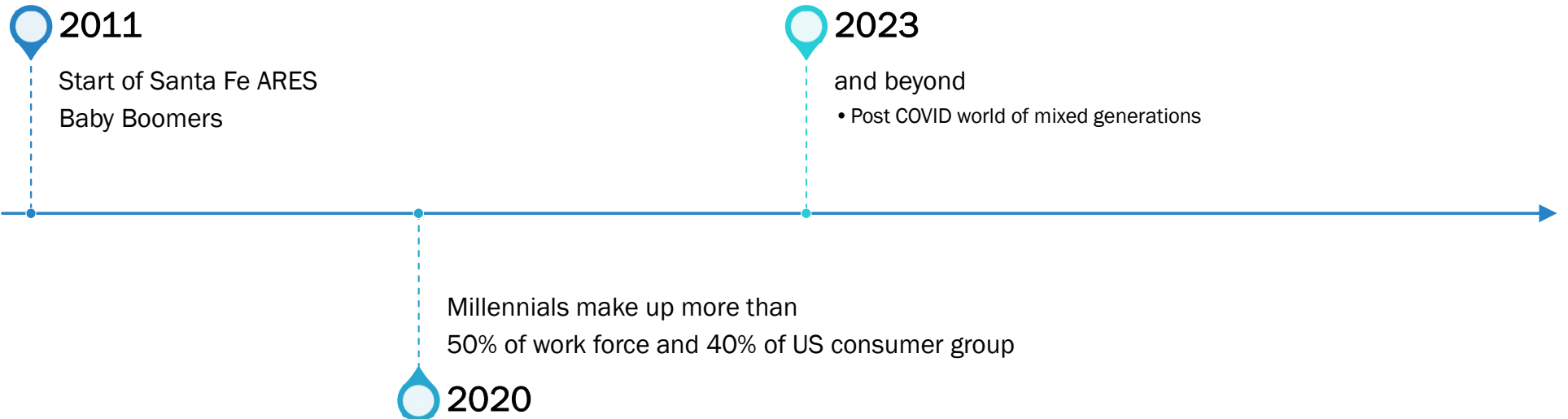


MOVING TOWARDS THE FUTURE

ASHLEY N. QUINTANA



HOW THE VOLUNTEER FORCE HAS CHANGED



OBJECTIVES:

- Goals
- Millennials/Gen Z
- Outreach/Recruitment
 - Social media
 - Networking
 - Professional organizations
- Volunteer Opportunities
- Retention
- Questions

GOALS

ALL OUTCOMES
START BY ASKING
QUESTIONS AND
SETTING GOALS

LET'S TALK ABOUT THE GOALS

- What is the vision for the future?
- What is the current mission statement?
 - Does it align with the current activities and future?
 - Does it match the Brand?
- What is the volunteer expectation?
 - Current volunteers?
 - Opportunities?
- How are we currently reaching people?
 - Social media
 - Mail
 - Word of mouth
- What learning and growth experiences are available?
 - In person
 - Online



LET'S TALK ABOUT MILLENNIALS AND GEN Z

Millennials

- Born between 1981-1996 (26-40s)
- Technologically savvy and connected
- Transparent
 - Social media presence
 - Expect transparency
- Value straightforward management and recognition
 - Need to feel job is important
 - Recognition for performance
- Desire diverse work and collaboration
 - Multitaskers
 - Need collaborative experiences
- Work/Life balance, flexibility, and advancement opportunities
 - Not willing to sacrifice personal life
 - Work hard/Play Hard mentality
 - Want advancement opportunities

Generation Z

- Born between 1997-2015 (7-25)
- “Digital Natives”
 - Information is immediately accessible
 - Social media is ubiquitous
- Pragmatic and financially-minded
 - Value stability
 - Conservative spenders
 - Job stability
- Mental health challenges
 - Isolation and depression
 - Compare and despair
- Shrewd consumers
 - Rely on tech savvy and social media
 - Personal branding
- Politically progressive
 - More left leaning than previous generations
 - Progressive on social issues

A network diagram consisting of numerous white human figures (men and women) arranged in a circular pattern. Each figure is connected to its immediate neighbors by thin black lines, forming a complex web of connections. The background is a dark blue-grey color.

OUTREACH & RECRUITMENT

SOCIAL MEDIA, NETWORKING, & PROFESSIONAL ORGANIZATIONS

SOCIAL MEDIA

- Facebook
- Instagram
- Twitter
- Youtube
- LinkedIn
- TED Talks
- Podcast
- Website

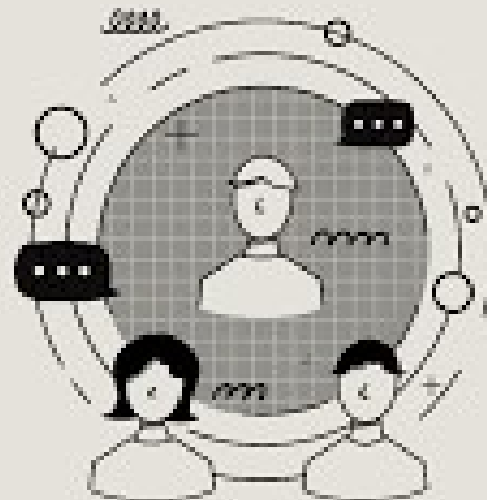
According to recent surveys of millennials and Gen Z:

- Digital presence is important
- Personal and professional branding
- Rely on online information to make decisions



NETWORKING

- Start with technology
 - Social media
 - Videos
- Follow Up
 - Stay in touch from time to time
 - Text messaging
- Meet and Greets
 - Happy Hour events
 - Work place events
 - Community Events



Networking

[net-wor-king]

The exchange of information and ideas among people with a common profession or special interest, usually in an informal social setting.



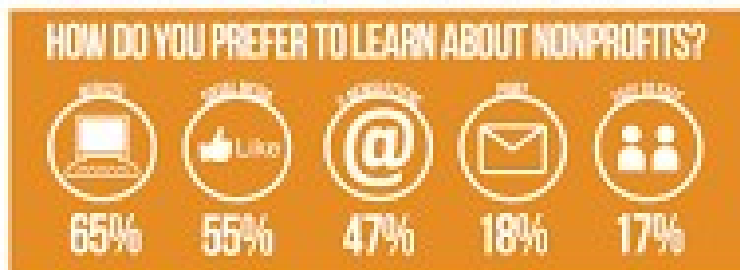
PROFESSIONAL ORGANIZATIONS

- Student Organizations
 - Boy/Girl Clubs
 - Key Club
 - Student Council
 - STEM
- Professional Organizations
 - Nursing Associations
 - Science Based
 - Medicine
 - Emergency Management
 - Volunteer

VOLUNTEERING

CHANGING THE MINDSET





VOLUNTEERING



Need a sense of purpose

Helping people
Making the world a better place



Professional experience

Learning a new skill
Ability to advance
Use on resume



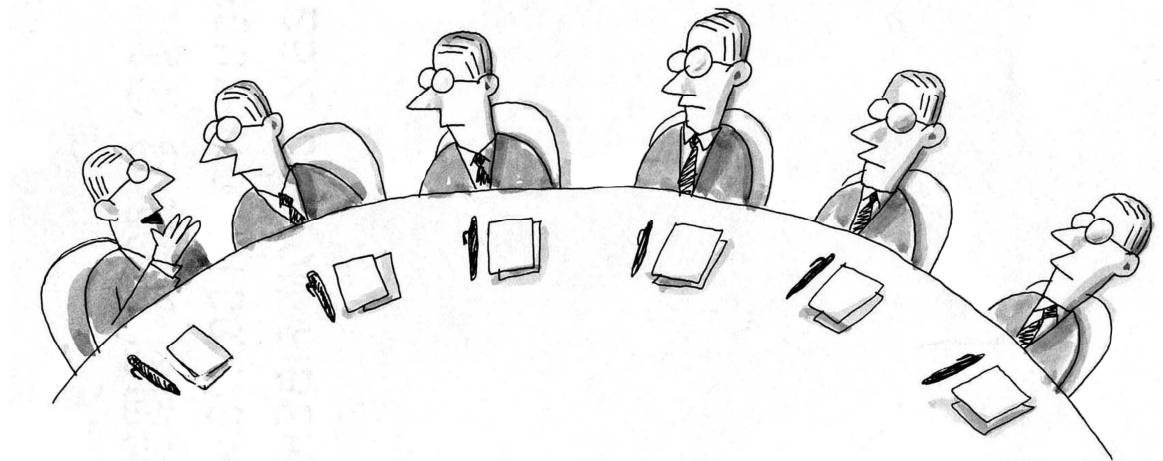
Millennials/Gen Z

Remote opportunities
Collaborative
Episodic
Flexibility

NON-RADIO VOLUNTEERS

■ Like every organization, ARES needs a varying level of skills and interests.

- Photography
- Web design
- Social media
- Public liaisons
- Graphic designers
- Medical personnel
- Event coordinators
- IT
- Emergency Management



“Diversity is good. Pass it down.”



RETENTION

KEEPING
PEOPLE
INVOLVED

BRANDING IN A CHANGING WORLD

- Mission Statement:
 - Does it speak to the greater good?
 - Does it draw people in?
 - Does it match what is being done?
 - Does it make you want to get involved?
 - Is it in line with the vision and mission of ARRL?
 - Does it create a sense of purpose?
- Episodic vs. Permanent
 - Necessary to shed traditional ideas
 - Plan for turnover
 - Mentoring opportunities
 - Collaborative roles
 - Remote opportunity
 - Event specific needs



QUESTIONS???
