

## SFTA5

# Evaluate volunteers' contribution to strategic goals



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### Overview

This unit is about evaluating volunteers' contribution to strategic goals. It involves evaluating your organisation's effectiveness in involving volunteers; assessing the contribution of volunteers to strategic goals; and communicating volunteers' contribution to both volunteers and other stakeholders (for example, the beneficiaries of the volunteers' work, partner organisations, individual and corporate funders, paid staff and decision-makers).

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### Performance criteria

#### Evaluate your organisation's effectiveness in involving volunteers

*You must be able to:*

- P1 identify the number of volunteers recruited, retained and involved by your organisation and compare this with any targets set
- P2 identify the reasons why volunteers want to, and continue to want to be involved with your organisation
- P3 evaluate the diversity of volunteers and how well this reflects the make-up of the community your organisation is operating in
- P4 identify the reasons why volunteers decide not to become involved with your organisation or decide to end their volunteering commitment to your organisation
- P5 analyse the reasons for volunteers' involvement or non-involvement and their implications for your organisation
- P6 make recommendations for any changes to your organisation's volunteering policy, structures, systems and procedures to improve your organisation's effectiveness in involving volunteers

#### Assess the contribution of volunteers to strategic goals

*You must be able to:*

- P7 identify and agree which strategic goals and volunteer contributions you need to assess
- P8 identify and agree the criteria you will use to assess volunteer contributions
- P9 identify the information you need and the most effective methods of collecting this information
- P10 collect relevant information and verify that it is accurate and up-to-date
- P11 analyse information to assess the value of volunteers' contributions to strategic goals and the impact of volunteering on your volunteers
- P12 check with volunteers, colleagues, other stakeholders and decision-makers to ensure that your assessment is realistic
- P13 record your assessment of volunteer contributions and the evidence that supports it

#### Communicate volunteers' contribution to stakeholders and volunteers

*You must be able to:*

- P14 identify the stakeholders and volunteers with whom you want to communicate and the information they need to receive
- P15 identify the most effective methods and styles of communicating with your volunteers and stakeholders, taking into account their diverse needs, abilities and preferences
- P16 compile and present your analysis and evidence in a way that meets the needs, abilities and preferences of your volunteers and stakeholders
- P17 emphasise the value of volunteering to the organisation

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- P18 respond constructively to requests for clarification and further information
- P19 evaluate the effectiveness of assessing and communicating volunteer contributions and record your evaluation for future reference

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### Knowledge and understanding

*You need to know and understand:*

#### Activity and project management

- K1 key political, economic, social, technological and legal factors
- K2 quality assurance and continuous improvement principles, methods, tools and techniques

#### Analysis, accounting and decision-making

*You need to know and understand:*

- K3 analytical principles, methods, tools and techniques
- K4 creative-thinking principles, methods, tools and techniques
- K5 decision-making principles, methods, tools and techniques
- K6 evaluation principles, methods, tools and techniques
- K7 principles, methods, tools and techniques for developing evidence-based proposals
- K8 validation and verification principles, methods, tools and techniques

#### Information and communication

*You need to know and understand:*

- K9 communication principles, methods, tools and techniques
- K10 dissemination principles, methods, tools and techniques
- K11 information gathering principles, methods, tools and techniques
- K12 presentation principles, methods, tools and techniques
- K13 record-keeping principles, methods, tools and techniques
- K14 reporting principles, methods, tools and techniques
- K15 research and investigative principles, methods, tools and techniques

#### People management

*You need to know and understand:*

- K16 diversity principles, methods, tools and techniques
- K17 equality principles, methods, tools and techniques
- K18 feedback principles, methods, tools and techniques
- K19 human resource management principles, methods, tools and techniques
- K20 legal and organisational requirements relevant to human resource management
- K21 principles, methods, tools and techniques for assessing people's performance
- K22 support principles, methods, tools and techniques
- K23 volunteer management principles, methods, tools and techniques

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#### Work context

*You need to know and understand:*

- K24 objectives of your area of responsibility
- K25 relevant organisational policies and procedures
- K26 your organisation's stakeholders and their diverse interests, needs, abilities and preferences
- K27 your organisation's culture, values and ethos
- K28 your organisation's vision, mission and strategic objectives
- K29 your organisation's volunteers and their diverse interests, needs, abilities and preferences
- K30 your own knowledge, skills and competence and the limits of these
- K31 your role and responsibilities

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### Additional Information

#### Behaviours

##### 1. Adaptability and innovation

- 1.1. seize the opportunities presented by diversity
- 1.2. constantly seek to improve performance

##### 2. Communication

- 2.1. identify people's information needs
- 2.2. identify people's preferred communication media and styles
- 2.3. adopt communication media and styles appropriate to people and situations
- 2.4. present information clearly, concisely, accurately and in ways that promote understanding
- 2.5. keep people informed of plans and developments
- 2.6. use a range of communication styles and techniques to maintain people's interest and attention

##### 3. Desire to learn

- 3.1. freely share learning with others who can benefit from it

##### 4. Ethical stance

- 4.1. comply with, and ensure that others comply with, legal requirements, industry regulations, organisational policies and professional codes
- 4.2. act within the limits of your authority

##### 5. Focus on results

- 5.1. take personal responsibility for making things happen
- 5.2. monitor quality of work and progress against plans
- 5.3. take pride in delivering high quality, accurate work

##### 6. Information and knowledge management

- 6.1. identify sources of information to meet current and foreseeable requirements
- 6.2. use cost-effective and time-effective means to gather, store and retrieve information
- 6.3. make best use of existing sources of information
- 6.4. keep confidential information secure

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- 6.5. check the validity and reliability of information
- 6.6. push for concrete information in an ambiguous situation
- 6.7. analyse and structure information to develop knowledge that can be shared
- 6.8. make appropriate information and knowledge available promptly to those who have a right to it

#### **7. Persuasiveness**

- 7.1. seek to understand people's needs and motivations
- 7.2. present self positively to others
- 7.3. state own opinions, views and requirements clearly
- 7.4. use factual evidence to support arguments

#### **8. Political awareness**

- 8.1. show sensitivity to internal and external politics that impact on your own area of work

#### **9. Strategic awareness**

- 9.1. display a good understanding of how different factors in the work context relate to each other

#### **10. Thinking and decision-making**

- 10.1. identify the range of elements in a situation and how they relate to each other
- 10.2. identify the implications or consequences of a situation
- 10.3. use own and others' experience to understand a situation
- 10.4. identify patterns or meaning from events and data that are not obviously related
- 10.5. build a total and valid picture from restricted or incomplete data
- 10.6. articulate the assumptions made, and risks involved, in understanding a situation

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