



Volunteer Strategy

2020-2023

Revised Aims

Aim 1 (Increase engagement)

“To engage students in Association work through volunteering, or through accessing services and support from student volunteers”

Aim 2 (Improve impact)

“To ensure volunteer opportunities make a positive impact for students, including those volunteering with us”

Aim 3 (Extend reach)

“To engage the student community in volunteering, to ensure that we reach as many students as possible, and representing the student population through our team of volunteers.”

Aim 1 (Links to Engagement: Recruitment/Business planning/Retention)

“To engage students in Association work through volunteering, or through accessing services and support from student volunteers”

Objectives:

- To continue to offer a range of engaging and impactful volunteer roles to OU students
- To support current volunteers to offer engaging services and support to their peers
- Support induction and training of the student leadership team and other volunteer roles, including greater focus on individual development for new volunteers and those interested.
- To retain volunteers with the experience of running these peer services by ensuring volunteers enjoy their roles and feel empowered and supported to provide these services.

Measures of success:

- Numbers of volunteers applying for roles
- Number of students successfully appointed to roles
- Number of students accessing volunteer-run services (e.g. peer support, meet ups)

Aim 2 (Improve impact)

“To ensure volunteer opportunities make a positive impact for students, including those volunteering with us”

Objectives:

- To support our student volunteers to represent OU students at the university and national levels, providing training, support and resources to enable this.
- To identify the stakeholders and key decision-makers who can work with us to get the message to students about student-led services available.
- To explore accreditation and quality standards for volunteer training to support our team of student volunteers.
- To have a greater focus on volunteer wellbeing, supporting students to balance their volunteering with their other commitments.
- To continue to ensure we meet the standards of the Investing in Volunteers Accreditation gained July 2019.
- To ensure volunteering itself is impactful for students and that volunteers feel part of an open, welcoming, supportive and enjoyable community.

Measures of success:

- Impact reporting, both qualitative and quantitative evidence from service provision and volunteer related support.
- Engagement in volunteer community activities.
- Positive feedback from volunteers about their experience.
- Continued liV accreditation.

Aim 3 (Extend reach)

“To engage the student community in volunteering, to ensure that we reach as many students as possible, and representing the student population through our team of volunteers.”

Objectives:

- To support teams to recruit volunteers in accordance to best practise.
- To increase number of new students taking on roles within the Association.
- Ensuring a diversity of opportunities to be involved exist, allowing students with a range of time and interests to find something which suits them.
- To increase the diversity of our student volunteers, in particular, increasing number of students from BAME backgrounds to join our volunteer team.
- Explore new ways of advertising roles, including building on existing relationships with OU departments who can support our messages to volunteers.

Measures of success:

- Continued tracking of volunteer interests and ‘in demand’ roles.
- Segmentation of data to ensure our volunteer team reflects the diversity of the student population.
- Visible increase in BAME students volunteering.
- Maintain volunteer numbers and positive volunteering experiences, including increasing number of volunteers applying for roles.