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**Leadership Through Service**

Presenters  
Deborah Brookshire, Chief, VAVS \* Southern Arizona VA Healthcare System  
Melissa A. Heinlein, Chief, VAVS \* Philadelphia VA Medical Center  
Tyrone Green, Program Manager \* VAVS Central Office



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**Training Goals**

- Introduction/Welcome  
*Where we are/where are we going?*
- Trends/Status of Youth Volunteer Engagement
- Interactive exercise
- VSO perspective
- Student perspective
- Partnerships
- Using Technology
- Resources/Tools
- Q & A

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## Acknowledgements

### WORK GROUP

- Tyrone Green, Voluntary Service Specialist, VAVS Office, VACO
- Melissa Heinlein, Voluntary Service Chief, Philadelphia, PA
- Deborah Brookshire, Voluntary Service Chief, Tucson, AZ
- Embra Jackson, Voluntary Service Chief, Jackson, MS
- Darlene Laughter, Voluntary Service Chief, Asheville, NC
- James Todd, Voluntary Service Chief, Indianapolis, IN
- Mary Golden, Voluntary Service Chief, Fresno, CA
- William Ball, Voluntary Service Chief, Palo Alto
- Rachel Childress, Voluntary Service Specialist, District of Columbia

### GUEST SPEAKERS

- John Kleindienst, National Director of Voluntary Service, Disabled American Veterans
- Sharadyanne Salomon, Student, Parke Scholarship Awardee

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## Where are we and where are we going?



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## Trends of Youth Engagement

- **93%** of teens say they want to volunteer
- **54.2%** of teens volunteered in 2011
- More youth (59%) serve as volunteers compared to adults (49%)
- DoSomething.org believes young people are "a fantastic untapped resource"
- Considered creative, passionate, and frustrated by the problems grown-ups have created and/or been unable to fix
- **Volunteering behavior**
  - **75.9%** of those whose friends volunteer on a regular basis also volunteer
  - Volunteering is influenced by frequency of religious attendance
  - Young people who work out on a sports team are 18% more likely to have volunteered
  - 52% of teens who text volunteer



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## Trends of Youth Engagement

- For a social ASK, use a social INCENTIVE
  - Ask everyone who signs up to bring a friend
- **22%** of teens are more likely to volunteer if they watch between 1 and 3 movies a month
- **16%** of teens are more like to volunteer if they visit a mall between 1 and 3 times a month



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## Trends of Youth Engagement


**What are teens concerned about?**

- Animal welfare
- Hunger
- Homelessness
- The Environment
- The Economy



**Top Volunteer Activities for High School Youth**

- Fundraising
- Clean-ups
- Working with kids in a sports recreation program



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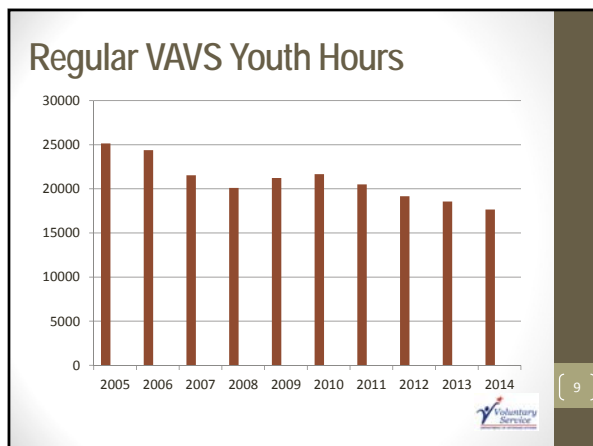
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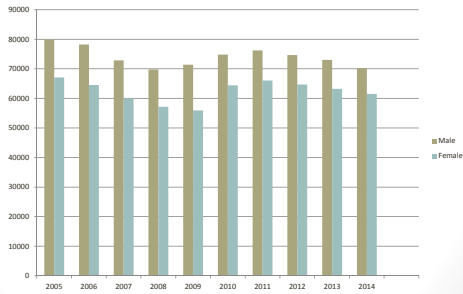
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## Regular VAVS Adult Hours



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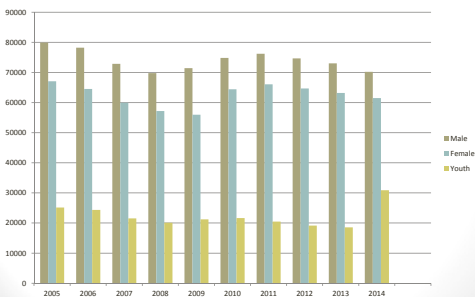
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## Regular VAVS Adult & Youth Hours



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## What discourage youth from volunteering?

- Lack of time and responsibilities
- Practical concerns
- Lack of interest or non-enjoyable activity
- No one asked



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## What does this mean for VA Voluntary Service?

- For teens who volunteer, social change can be a bonus!
- Teens want to:
  - Hang out with friends
  - Connect through mobile technology
    - (the average teen exchanges 5,000 texts per month)
  - Avoid commitment
  - Decide to go last minute
  - Avoid showing up early
  - Will never stay 'til the end
  - TELL TEENS THEY'LL ACTUALLY BE ABLE TO CHANGE SOMETHING!!!!



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## Retain and motivate the next generation

- Give them ownership
- Give regular feedback
- Show them the Big Picture
- Let them do good
- Build enjoyment
- Tap into their talents
- Give them bragging rights



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## Interactive Discussion

### Break out Session - House Rules

- We have assigned a facilitator to each group
- Within group designate a scribe and a presenter
- Give everyone an opportunity to speak
- Allow all thoughts to be heard
- Allot your time carefully – share time within group
- Think outside the box!



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## Discussion Questions

- 1) What improvements do you think would enhance your current VAVS youth program?
- 2) What ideas do you have for occasional youth opportunities?
- 3) How can VSOs recruit for and support VAVS youth programs?
- 4) How can we engage and appeal to site supervisors to work with youth volunteers?
- 5) What resources and support do you need?

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## VSO Perspective

It's clear we're creating a higher standard for applicants, which is evident in the preliminary screening.

It's nice to see the Youth Volunteers in uniform!


Youth Volunteers relieve a lot of staff from excess work.

The program is much better now, than before!

Let's strive to recruit exceptional youth, and ensure they're volunteering for the right reasons.

Make sure Youth Volunteers are assigned to where they are kept busy...idle hands...

The positive impression the youth have left on Veterans is a welcomed sight!

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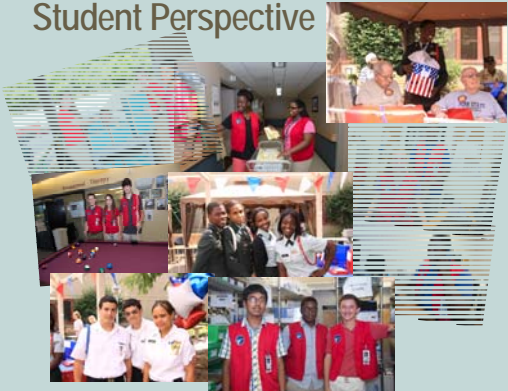
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## Student Perspective



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## Partnerships

- *Service* and *Leadership* are guiding principles among youth organizations
- Capitalize on youth service requirements
- Recognize challenges and communicate strategies
- Identify and facilitate unique opportunities
- Create National VAVS Youth Tool Kit

*Potential youth organizations? How do we engage?*



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## Using Technology



TEXT TO: 72889  
MESSAGE: VAVS



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## Tool Kit Items

- Foundation for developing or enhancing your Summer Youth Volunteer Program
- VAVS SharePoint - [National Student Program Workgroup](http://vaww.teamshare.va.gov/vavs/Shared)  
<http://vaww.teamshare.va.gov/vavs/Shared>
- Resources - *templates*
- Multiple options from which to choose
- Request your best practice information
- Document Format



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## Tool Kit Snap Shot



VAVS Information Portal • VAVS Shared Documents • ... Tool Kit Items •

Share a document with the team by adding it to this document library.

File Name	File	Created Date
APPLICATIONS	APPLICATIONS	01/2014-12-04 12:49:18
BEST PRACTICES	BEST PRACTICES	01/2015-02-04 13:05:23
COMMUNITY PARTNERSHIPS	COMMUNITY PARTNERSHIPS	01/2014-12-18 13:43:58
CONTRACTS OF COMMITMENT	CONTRACTS OF COMMITMENT	01/2014-12-04 12:58:52
CORRESPONDENCE	CORRESPONDENCE	01/2014-12-18 12:29:46
IMPROVING MATERIALS	IMPROVING MATERIALS	01/2015-02-27 13:24:06
INTERVIEWS	INTERVIEWS	01/2014-12-04 12:51:18
MARKETING TOOLS	MARKETING TOOLS	01/2014-12-04 12:52:18
ORIENTATION	ORIENTATION	01/2014-12-04 12:52:06
PLACEMENT	PLACEMENT	01/2014-12-18 13:04:15
POSITION DESCRIPTIONS	POSITION DESCRIPTIONS	01/2015-02-27 13:04:15
RECOGNITION	RECOGNITION	01/2014-12-04 12:58:46

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## Tool Kit Snap Shot



VAVS Information Portal • VAVS Shared Documents • ... Tool Kit Items •

Share a document with the team by adding it to this document library.

File Name	Title	Created Date
Application - Application Checklist - DC VA	Application Checklist	01/2014-10-27 13:09:51
Application - Consent - SAV/NCIS		01/2015-02-27 12:31:35
Application - Contract of Commitment - SAV/NCIS		01/2015-02-27 12:28:53
Application - Easy Page - SAV/NCIS		01/2015-02-27 12:22:02
Application - Easy Page for Returning Students - SAV/NCIS		01/2015-02-27 12:20:55
Application - Instructions - DC VA	Application	01/2014-10-27 13:09:19
Application - Letter of Recommendation - SAV/NCIS		01/2015-02-27 12:28:07
Application - Medical History Form - DC VA	Medical History Form	01/2014-10-27 13:11:00
Application - Parental Consent for Summer Youth Volunteers - DC VA	Parental Consent for Summer Youth Volunteers	01/2014-10-27 13:11:21
Application - Statement of Understanding - DC VA	Statement of Understanding	01/2014-10-27 13:11:36
Application - Summer Youth Volunteer Availability - DC VA	Summer Youth Volunteer Availability	01/2014-10-27 13:10:51
Application - VNA 10-7055 MAR 2008 Altale Format		01/2015-02-27 13:11:39
Application Pkg Ratings - SAV/NCIS		01/2014-11-18 11:50:21

[Add document](#)

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A leader is  
one who knows the way,  
goes the way,  
and shows the way  
- John C. Maxwell

## Leadership Through Service



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## References

Guzman, M. (2007). Youth volunteerism. Retrieved <http://ianpubs.unl.edu/pages/publicationsD.jsp?publicationID=833>.

The DoSomething.org Index on Young People and Volunteering: The Year of Friends with Benefits. (2012). Retrieved [https://dosomething-a.akamaihd.net/sites/default/files/blog/2012-Web-Singleview\\_0.pdf](https://dosomething-a.akamaihd.net/sites/default/files/blog/2012-Web-Singleview_0.pdf)



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- WHAT'S YOUR NEXT MOVE!!!

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## Contact Information

- VHA National Student Volunteer Champions  
<vaconsvc@va.gov>
- Deborah Brookshire, [deborah.brookshire@va.gov](mailto:deborah.brookshire@va.gov)
- Melissa Heinlein, [melissa.heinlein@va.gov](mailto:melissa.heinlein@va.gov)
- Tyrone Green, [tyrone.green@va.gov](mailto:tyrone.green@va.gov)

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