Volunteer Kentucky!
The GEMS Model of Volunteer Administration

Introduction

- To organize and coordinate the efforts of volunteers and leaders, a framework for volunteer engagement and leadership development is needed.
- The GEMS Model of Volunteer Administration was developed to provide such a framework.
- GEMS is a useful resource for the two primary functions of volunteer administrators:
  - Developing volunteer and leadership capacity in communities
  - Developing, delivering and disseminating educational information and resources
Introduction

- GEMS consists of four categories:
  - Generate
  - Educate
  - Mobilize
  - Sustain

- GEMS is depicted in a spiral, illustrating that volunteer administration is an on-going process.
GEMS Model
A Spiral Profile of Volunteer Administration
Generate  Educate  Mobilize  Sustain

Culp, Deppe, Castillo, & Wells (1997)
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GEMS Model
A Spiral Profile of Volunteer Administration

Generate  Educate  Mobilize  Sustain

Needs Assessment

Gulp, Dappe, Castillo, & Wells (1997)
Needs Assessment

- Determining what roles need to be performed in order to accomplish organizational goals.
  - A “big picture” look at the organization
- Utilizing a S.W.O.T. profile or other community needs assessment
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A Spiral Profile of Volunteer Administration
Generate  Educate  Mobilize  Sustain

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1 Needs Assessment
2 Job Description

Gulp, Dappe, Castilla, & Wells (1997)
Position Description

- Written explanation of the volunteer’s position and role.
- A contractual agreement between the agent and the volunteer or leader.
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GEMS Model
A Spiral Profile of Volunteer Administration

Generate    Educate    Mobilize    Sustain

1. Needs Assessment
2. Job Description
3. Identify

Gulp, Dappe, Castillo, & Wells (1997)
Identify

- Developing a list of prospects (individuals and groups) to be contacted for volunteer service.
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GEMS Model
A Spiral Profile of Volunteer Administration

Generate  Educate  Mobilize  Sustain

1. Needs Assessment
2. Identify
3. Job Description
4. Recruit

Gulp, Dappe, Castilla, & Wells (1997)
Recruit

- The process of *actively* searching for new volunteers which have previously *been identified*.
- Marketing versus Recruiting
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Generate  Educate  Mobilize  Sustain

Gulp, Degpe, Castilla, & Wells (1997)
Screen

- Potential volunteer completes application and submits references
- Agent contacts references and runs a Criminal Record check
- Potential volunteer is interviewed ***
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GEMS Model
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Generate Educate Mobilize Sustain

1. Needs Assessment
2. Job Description
3. Identify
4. Screen
5. Select
6. Recruit

Culp, Dappe, Castilla, & Wells (1997)
Select

- Placing an individual in the most suitable volunteer position based on organizational needs and standards, position description and information learned.
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Generate  Educate  Mobilize  Sustain

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Orient

- Providing the volunteer an opportunity to become acquainted with the role, organization and environment.
- Generalized, “big picture” information.
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Protect

- Protecting volunteers with risk management and liability strategies.
  - Client Protection
  - Behavioral Standards
  - Conflict Resolution
  - Confidentiality Issues
  - Financial Management
  - Insurance
  - “Power of Three”
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GEMS Model
A Spiral Profile of Volunteer Administration
Generate  Educate  Mobilize  Sustain

1 Needs Assessment
2 Job Description
3 Identify
4 Select
5 Screen
6 Protect
7 Orient
8 Resource

Culp, Dapre, Castilla, & Wells (1997)
Resource

- Providing volunteers with the resources necessary to complete their volunteer duties.
  - Human resources
  - Clerical support
  - Curriculum
  - Financial resources
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GEMS Model
A Spiral Profile of Volunteer Administration

Generate  Educate  Mobilize  Sustain

1 Needs Assessment
2 Identify
3 Select
4 Screen
5 Job Description
6 Recruit
7 Orient
8 Protect
9 Resource
10 Teach

Gulp, Dappe, Castillo, & Wells (1997)
Teach

- Providing the knowledge and skills necessary to fulfill their volunteer role.
- Specific subject matter focused on programmatic needs.
Engage

- Allowing volunteers to carry out the task or activity which they have been selected to perform.
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A Spiral Profile of Volunteer Administration

Generate Educate Mobilize Sustain

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Intrinsic or extrinsic forces which move or prompt an individual or group toward satisfying a need or achieving a goal.
- Achievement
- Affiliation
- Power/Control
- Avoidance
GEMS Model
A Spiral Profile of Volunteer Administration

Generate  Educate  Mobilize  Sustain

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Supervise

- Assisting paid and unpaid personnel to function at their best.
  - Ongoing, continuous
  - Removing Obstacles
  - Helping personnel be successful
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GEMS Model
A Spiral Profile of Volunteer Administration

Generate   Educate   Mobilize   Sustain
Evaluate

- The on-going process of determining if individual and organizational goals are being met.
  - Should be both formal and informal
GEMS Model
A Spiral Profile of Volunteer Administration

Generate  Educate  Mobilize  Sustain

Culp, Dappe, Castillo, & Wells (1997)

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Recognize

- Formal and informal *favorable attention* given to an individual to provide a sense of appreciation
Redirect

- Transferring a volunteer to another role within the organization.
  - Promotion
  - Reward
  - Opportunity to succeed
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A Spiral Profile of Volunteer Administration

Generate  Educate  Mobilize  Sustain

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Retain

- Continuation of service in the same volunteer role.
  - Fulfilling volunteer motives
  - Ensure a good “fit” between the role and the volunteer
  - Commitment / agreement renewal
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Disengage

- Ending the volunteer’s commitment to and relationship with the organization.
Implications for Volunteer Administrators

- Volunteer administration is much easier when a framework is followed.
- GEMS is the most contemporary volunteer administration model.
- GEMS is a tool that will help volunteer administrators achieve organizational goals.
- GEMS allows the volunteer administrator to identify the phase in which the program is currently operating or has the biggest needs, then proceed to the next step.
References

- Culp, III, K. Kentucky Extension leadership development: Strengthening organizational leadership with the GEMS model of volunteer involvement (Generating, Educating, Mobilizing and Sustaining). CLD 2–3. KELD series.
Questions?

Asking all them questions
Making statements
ASSUMING?????
The GEMS Model of Volunteer Administration