



ITS Advancing Stewardship Workshop

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Today's Session



Introductions



**Overview of
Volunteers for
Outdoor
Colorado**



**Identifying key
success
indicators for
volunteer
program
development
and
management**



**Looking at
best practices
and tools for
sustainable
volunteer
programs**

Common data
collection tools
Impact reporting
mechanisms
Volunteer and
project
management
guides



**Assessing our
own programs
and practices;
sharing stories
of success and
problem-
solving
challenges**



**Case Study:
Maine Youth
Trail
Stewardship
Coalition**





VOC Basics

Vision: To foster within every Coloradan a passion for and commitment to caring for the outdoors.

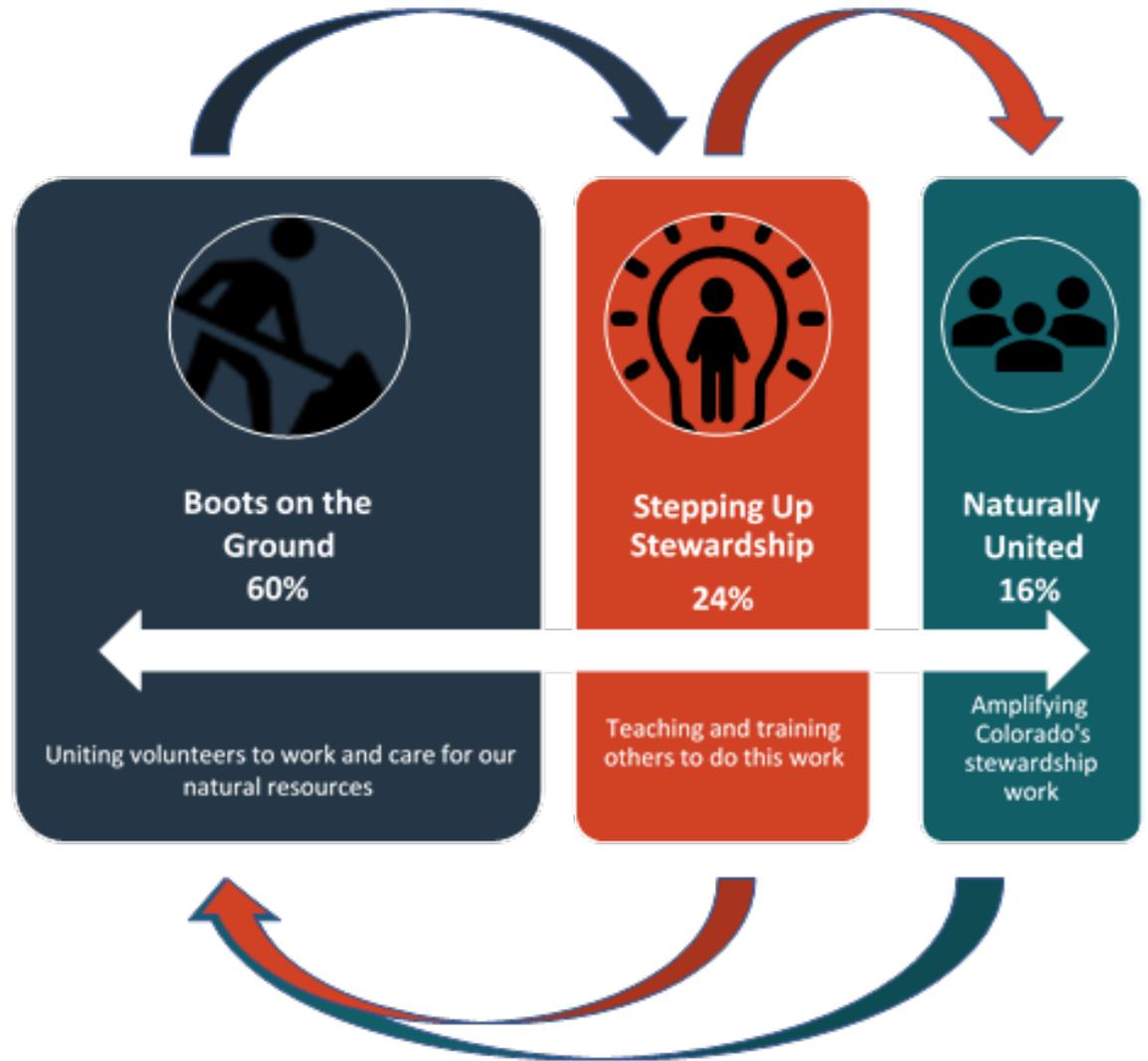
Mission: To motivate and enable people to become active stewards of Colorado's natural resources.



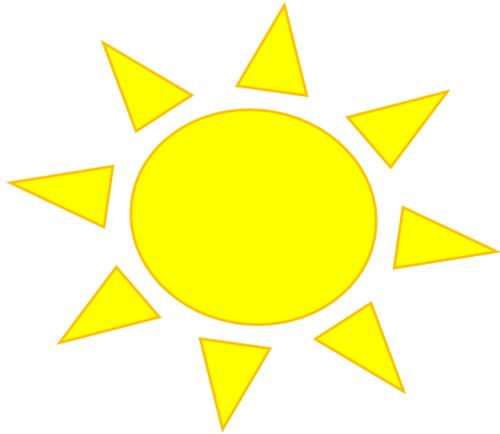
Three Strategic Areas



VOC PROGRAMMATIC STRATEGIES



INCREASED CAPACITY FOR STEWARDSHIP



Nat. United

*all-encompassing;
builds stewardship
ethic + awareness*



Stepping Up Stewardship

*utilizes foundation to share knowledge, practices to
expand stewardship quality + capacity*



Boots-on-the-Ground

*address immediate needs
35-year foundation of credibility/reputation*



Org Mission + Vision

THE WHY



Strategic Focus Areas

THE WHAT



THE HOW



Programs



TOOLS AND GUIDES



www.stepsupstewardship.org

Toolkit Modules and Guides – Phase I

Project Planning

- Project Selection
- Project Management

Volunteer Engagement

- Youth and Family-Friendly Volunteer Guide
- Non-Family Based Youth Engagement
- Recruitment Methods
- Deepening Volunteer Engagement
- Making Volunteers Feel Valued

Marketing & Communications

- Messaging
- Media Relations
- News Releases
- Community Outreach
- Storytelling
- Strategic Communication Planning

Leadership Development

- Engaging New Leaders
- Skilled Volunteer Roles and Training

Risk & Safety Management

- Policies and Procedures

Toolkit Guides – Phase 2 (2020)

- Elements of Sustainability
 - Board development
 - Annual planning tools
 - Strategic planning
 - Diversification of funding
- Revenue Growth
 - Basics of fundraising
 - Business plans to grow programs
 - Creating strong case statements
- Collaboration and Collective Impact
 - Powerful partnerships
 - Sharing resources





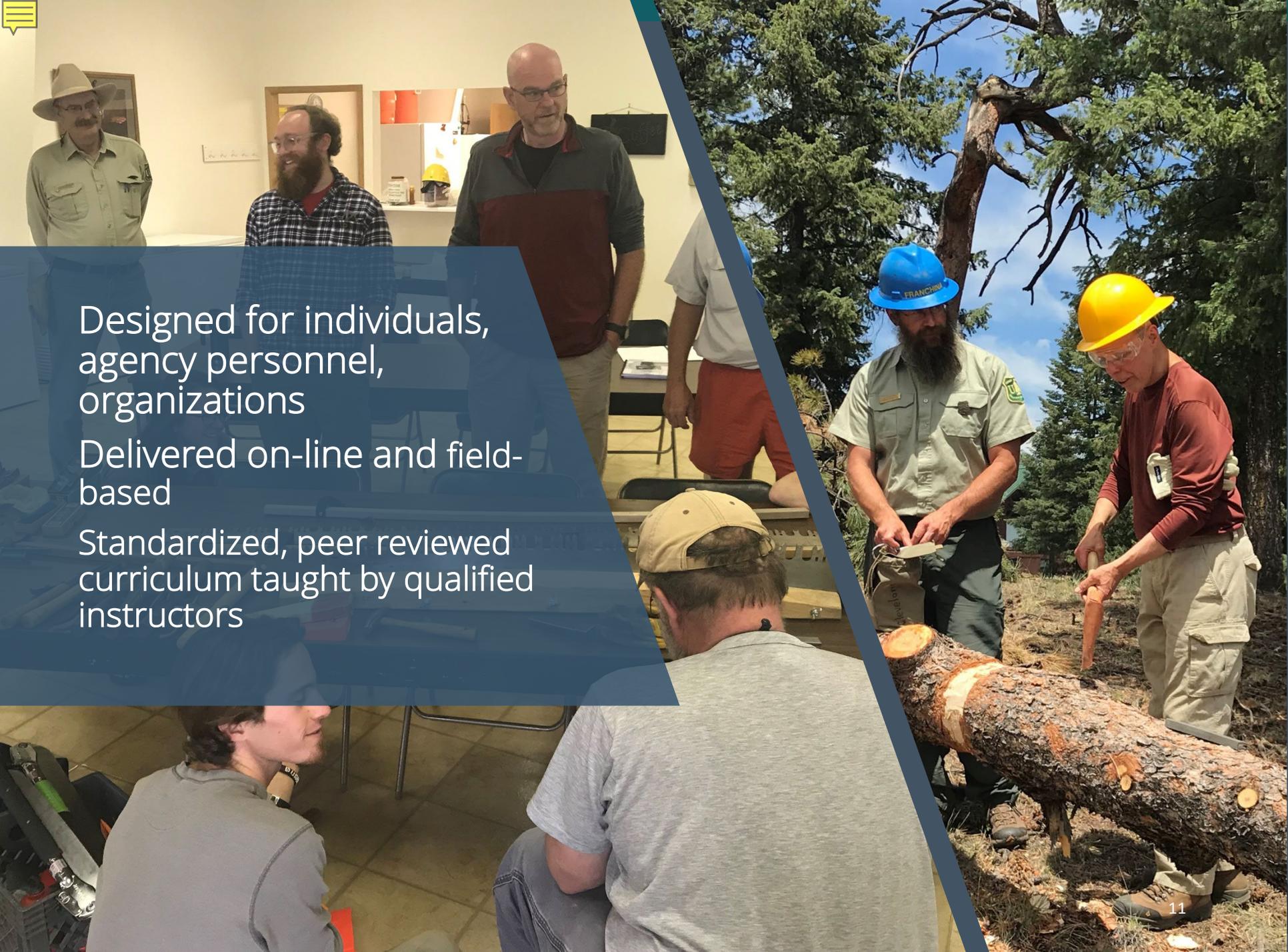
osi

**OUTDOOR STEWARDSHIP
INSTITUTE**

VOLUNTEERS FOR OUTDOOR COLORADO

<https://www.voc.org/osi>





Designed for individuals,
agency personnel,
organizations

Delivered on-line and field-
based

Standardized, peer reviewed
curriculum taught by qualified
instructors

IMPACT STATS (2018 Survey)



- ✓ 92% indicated OSI trainings offered skills they needed for required work
- ✓ 61% of trainees want to take more OSI training
- ✓ 84% have used their training in the last 2 to 3 years
- ✓ Average volunteers lead by OSI trainees is 30 people annually



STRENGTHEN

UNIFY



**COLORADO OUTDOOR
STEWARDSHIP COALITION**

GROW



Statewide Stewardship Initiative



www.outdoorstewardship.org



COSC Organizes 2010

Impact Studies 2011-2014

Legislative Forums 2011-2013

Gap & Capacity Study 2014

MAIN FINDINGS

- | | | |
|--|--|--|
| <p>1</p> <p>No uniformity
in OSO operations and training practices</p> | <p>2</p> <p>Big geographic gaps in the state
no OSOs and land managers had little access to volunteers</p> | <p>3</p> <p>Disparate data collection
among OSOs</p> |
|--|--|--|

Funder Investment with Enhanced Focus on Stewardship

COSC Launches Statewide Stewardship Initiative 2017



**STATEWIDE
STEWARDSHIP
INITIATIVE**

TOOLS



CREDIBILITY



COMPETENCE



COLLABORATION



#1

BEST PRACTICES GUIDE

#2

SSI DATABASE

OSO Profiles & Asset Map
outdoorstewardship.org

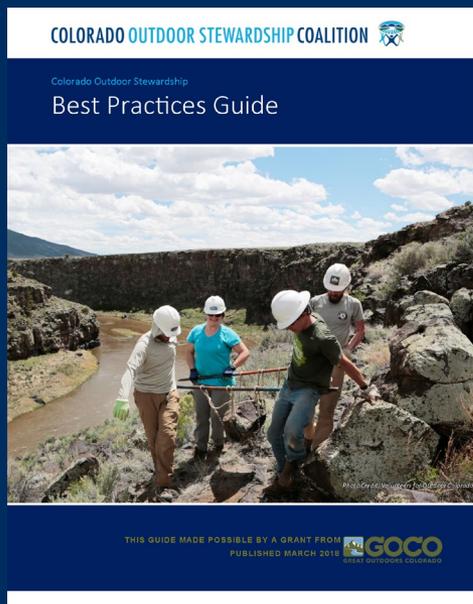
Accomplishment Reporting Database
unified framework for tracking
and reporting metrics



Time for a Break!



Tool #1 BEST PRACTICES GUIDE



outdoorstewardship.org/guide



PRACTICAL



STANDARDS-BASED



DOWNLOADABLE

FREE!



NOT IN THE GUIDE

Governance structures

Fundraising

Financial Management

outdoorstewardship.org/guide



IN THE GUIDE

Importance of volunteer management & training

Effective partnering with land managers

Safety and risk management considerations

Data collection and impact reporting methods

IT'S NOT THE SIZE OF YOUR DATA THAT MATTERS



IT'S HOW YOU USE IT!

METRICS

Start Date	End Date	Opportunity Name	City	County	Land Manager Contact	Total Volunteer	Total Adult Volunteer	Total Youth Volunteer	Total volunteer	Staff hours
02/24/2018	02/24/2018	Cairn February 2018- Roxborough State Park		douglas	Todd Farrow	24	6	18	144.00	0.00
03/24/2018	03/24/2018	Cairn March 2018- Roxborough State Park		douglas	Todd Farrow	23	5	18	138.00	0.00
05/19/2018	05/20/2018	OSI Golden Gate Canyon Crew Leadership for Trails Training-C	Golden	Jefferson	Dan Weber	1	1	0	16.00	0.00
05/19/2018	05/19/2018	OSI Golden Gate Canyon Crew Leadership for Trails Training	Golden	Jefferson	Dan Weber	16	16	0	256.00	0.00
09/21/2018	09/21/2018	Lory State Park Trail Structures Workshop	Ft. Collins	Larimer	Cameron Landis	14	13	1	112.00	0.00
04/28/2018	04/28/2018	Cairn Final Project- Roxborough State Park	Littleton	Douglas	Todd Farrow	43	13	30	379.00	21.00
05/05/2018	05/06/2018	Riverside Campground Restoration @ Salida	Salida	Chafee	Glenn Cottone	110	107	3	860.00	69.00
05/10/2018	05/10/2018	Lake International - Spring 2018 YOUTH SWAT		Arapahoe		75	7	68	370.00	20.00
05/12/2018	05/12/2018	EKS&H/CSBT SWAT at Chatfield	Littleton	Jefferson	Kris Wahlers	22	15	7	88.00	10.00
05/14/2018	05/14/2018	Challenge Middle School SWAT- Cherry Creek State Park		Arapahoe		35	5	30	157.50	9.00
05/24/2018	05/24/2018	BLM/USFS SWAT: Trail Maintenance at Cherry Creek State Park	Aurora	Arapahoe	David Myers	15	15	0	105.00	15.50
07/21/2018	07/22/2018	Trail Construction @ Urad State Wildlife Area	Empire	Clear Creek	Fletcher Jacobs	110	104	6	925.00	44.50
07/24/2018	07/24/2018	Eating Recover Center SWAT @ Roxborough State Park	Littleton	Douglas	Joseph Herrmann	18	18	0	108.00	19.00
08/04/2018	08/05/2018	Trail Restoration @ State Forest State Park	Walden	Jackson	Anthony Johnson	88	88	0	1038.00	47.00
08/04/2018	08/04/2018	Lockheed Martin & The Mission Continues SWAT @ Chatfield	Littleton	Douglas		17	17	0	102.00	12.50
09/15/2018	09/15/2018	Otten Johnson SWAT @ Pearl Lake State Park		Routt	Eric Young	22	20	2	110.00	11.00
09/22/2018	09/23/2018	National Public Lands Day Trail Restoration @ Lory State Park	Fort Collins	Larimer	Cameron Landis	87	84	3	724.00	35.00
09/29/2018	09/30/2018	Bridge Construction @ Roxborough State Park	Littleton	Douglas	Joseph Herman	22	22	0	176.00	8.00
10/12/2018	10/12/2018	Monarch Investment and Management Group SWAT @ Castlewood Canyon		Douglas	Joe Marquez	19	19	0	87.00	16.50
10/20/2018	10/20/2018	Creek Bottom Trail Restoration @ Castlewood Canyon	Franktown	Douglas	Joe Marquez	54	47	7	549.00	21.50
10/20/2018	10/20/2018	Denver Center for International Students @ Jackson Lake State Park	Orchard	Morgan	Tyler Sewald	25	3	22	200.00	10.00
		TOTALS				840			6644.5	



What should we collect/track?

Volunteer engagement metrics

- Total number of volunteers
- Volunteer labor value
- Diversity of volunteers

Specific Project related metrics/on the ground accomplishments

- Miles of trails
maintained/closed/restores
- Native vegetation planted

Project Costs

- Staff time
- Food
- Tools, equipment
- Training

How can we use the data we collect?

Comparison
data

Funders

Volunteer
trends

Partner
collaboration

What else?

Small Group Exercise

Assessing Our Volunteer Programs

- Break into groups of 5-7 individuals
- Re-introduce yourselves; this time with a description of the volunteer program you represent
- Take a few moments at your table to look through the Best Practice Guide and VOC Stepping Up Stewardship Toolkits
- Complete the volunteer program assessment tool.

Small Group Exercise

Assessing Our Volunteer Programs

Group Discussion

- Briefly discuss the tools/best practices
- Share any personal feedback about the organizational assessment
- Take turns sharing one of the challenges you identified in your organization's practices
- Share advice/guidance from one another's perspectives
- Capture three successful best practices and three challenges to share with larger workshop participants



GROUP REPORT OUTS

Time for a Break!





PLACEHOLDER: MYTSC Case Study



QUESTIONS

THANK
YOU!



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