

Nevada Volunteers and Service Enterprise Certification

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Introduction

- This study analyzes the benefits and drawbacks associated with the Service Enterprise (SE) training administered by Nevada Volunteers.
- Nevada Volunteers offers the SE training, created by Points of Light, to non-profits in the state with the goal of helping them better leverage their volunteers.
- To date, six non-profits in Nevada have received the certification with more expected to receive certification in the coming months:
 1. Nevada Volunteers
 2. Discovery Museum
 3. Tahoe SAFE Alliance
 4. Tahoe Rim Trail Association
 5. Immunize Nevada
 6. Washoe County School District Volunteer Services



Methodology

- Background research to understand the SE program
- Qualitative interviews with 5/6 certified organizations, which were transcribed and coded using NVivo qualitative analysis software to understand key themes in the experiences.



Results

Of the five organizations interviewed, only one emphasized significant drawbacks, namely not seeing major changes in their organization after the certification. Most organizations expressed satisfaction with the process and results of the training.

SUCSESSES

- **THEME 1: Learning Best Practice**
“...it validated what you always knew was the right way to do it but **it was validation that helped you keep that standard and progress** in that way...” (1)
- **THEME 2: Increased Engagement and Retention**
“I noticed that **[volunteer] retention was a lot higher** after [certification]... and after we did this we're able to look back and seeing the names of the people, start seeing the same faces... I've volunteered with all of them and made sure they're comfortable, so I would say that's from Service Enterprise for sure.” (1)

Results cont.

DRAWBACKS

- **THEME 1: Time and Location Commitment**
“you had to be in an organization with enough money, with enough time, and you know, with an executive team that **could just be gone for a week...**” (2)
- **THEME 2: Lack of Significant Change**
“There's probably a lot of minutiae that changed, or was edited a bit [after we got the certification], but... the overall, how our organization implements its volunteer program, I don't know that that's changed all that much. **I didn't notice any major change**, but that doesn't mean that there weren't tweaks within some other programs.” (5)

Recommendations

In order to provide the best training possible to non-profits, Nevada Volunteers could implement the following changes to the existing SE certification program;

- be more transparent with organizations about what areas and aspects of an organization the training will impact so organizations can ensure the training is a good “fit” for them
- providing more ways for non-profits to better track the changes they make throughout and following the training to maintain best practices
- expect more success with their upcoming implementation of an online platform, as it's accessibility will encourage involvement by more non-profits