

# NATIONAL VOLUNTEER ENGAGEMENT & SATISFACTION SURVEY



*Measure. Align. Improve.*

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## Three Crucial Questions for Every Volunteer Leader:

- 1) Are you looking for new ways to enhance the value of your department within the hospital or health system where you serve?
  - 2) Would you like to be able to talk the same “language” as other leaders, employees and physicians do in terms of measuring, trending and improving the alignment, engagement, commitment, and satisfaction of your team?
  - 3) Would you like to find a knowledge pathway that leads to improving your own effectiveness and professionalism as a leader?
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## The Opportunity:

As one of the largest, if not the largest departments in terms of numbers of people, you know that your team of volunteers has an incredible opportunity every day to have a positive impact on the cost and delivery of care and services. The Baldrige National Quality Program, whose goal is to enhance organizational competitiveness, performance, and productivity, considers volunteers a key part of the workforce, just like employees, leaders, and physicians. These quality standards stipulate that organizations find ways to show how they motivate and enable the workforce to develop and utilize their full potential in alignment with the organization’s overall objectives and action plans.

*“At KHN, we believe that volunteers are an integral part of the workforce that assists in transforming the patient care experience. The volunteer survey will give us a reliable nationwide benchmark serving as a check point for improved quality, an enhanced workplace and World Class care for our patients.”*

*Joan Swenson — CHRO, Kettering Health Network*

## The Challenge:

Until now, volunteer leaders have not had nationally benchmarked professional survey tools like other department leaders that allow them to measure, trend and improve on levels of alignment with goals, engagement, commitment and satisfaction.

## The Solution:

Designed by the MSA HR Capital practice of IHStrategies and Volunteer, Human Resources, and Quality leaders from top performing healthcare systems, the new National Volunteer Engagement & Satisfaction Survey is the first survey to benchmark national data on healthcare volunteers within hospitals and health systems.



**MSA HR CAPITAL™**

*An Integrated Healthcare Strategies Practice*

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*"Many organizations have been using 'homespun,' anecdotal, non-benchmarked volunteer surveys that often do not include any measurement of engagement."*

*Julie VanderNoot – Manager, Volunteer Services  
Bronson Healthcare Group*

## National Volunteer Services Satisfaction & Engagement Survey: Administration Process

- A professionally-designed, twenty-five question survey instrument
- Volunteer departments across the country have the opportunity to participate
- Survey questions cover topics like engagement, teamwork, recognition, satisfaction, and communication
- Electronic or paper administration
- Demographics that will be benchmarked will include age, education, length of service, frequency of volunteer service, and information relative to each of these demographics. For example, leaders will be able to see how each of the generations differ in their responses on key elements of the volunteer experience
- The survey includes an open-ended question: "How can your volunteer experience be improved?"
- All participating organizations receive access to an Administration Manual that acts as a guide throughout the survey process and which provides additional planning assistance, advice, communication samples to promote the survey and maximize volunteer participation, and instruction for administering a successful survey.
- Survey results will be available on-line through the IHStrategies KnowledgeNow report distribution system.

## Your Investment and How to Participate in the Survey

Participation (exclusive to healthcare organizations) to help build a national volunteer engagement database is FREE!! By participating, you will receive a complimentary white paper summarizing the national results.

Facility-specific reports that compare your organization to the national benchmarks will be available for a cost-effective fee, with payment options available.

For more information on the survey, pricing, and registration, please go to this link to submit a request form:  
[http://www.ihstrategies.com/sur\\_gathering\\_national\\_volunteer\\_form.php](http://www.ihstrategies.com/sur_gathering_national_volunteer_form.php)



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MINNEAPOLIS OFFICE • 901 MARQUETTE AVENUE SOUTH, SUITE 2100 • MINNEAPOLIS, MN 55402 • PHONE: 612.339.0919  
KANSAS CITY OFFICE • 700 WEST 47TH STREET, SUITE 400 • KANSAS CITY, MO 64112 • PHONE: 816.795.1947

EMAIL: [MARKETING@IHSTRATEGIES.COM](mailto:MARKETING@IHSTRATEGIES.COM) • WEB: [WWW.IHSTRATEGIES.COM](http://WWW.IHSTRATEGIES.COM)

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