

H. Measuring and Evaluation

The *Performance Indicators for World-Class Corporate Volunteering*¹ is a set of indicators which companies can use to determine how their volunteering programs measures up to world-class standards. Volunteering Australia holds the licence for the Performance Indicators in Australia. Below is a simple way for applying these standards to smaller enterprises.

The indicators are built upon six essential elements. It's useful to review these essential elements when you are in the process of establishing your program because it can help you envisage what sort of program you would like. After 12 months evaluate your program against these criteria to see how well you are tracking.

In evaluating the results consider these questions:

- What is most important to you?
- What's proving most difficult to achieve?
- How will these results shape the direction you take the program in coming years?
- What resources will you need?
- Who can help you improve your program?

You can add another dimension to the evaluation by asking other stakeholders how well they think your program is performing against these measures, such as staff, your not-for-profit partners or local volunteer centres.

Essential Element	Application
1. Leadership commitment and a positive organisational environment.	The owner understands the connection between community involvement and the business' own success, and encourages staff to think the same
2. Policy framework and structures which support volunteering.	Have a simple written policy and documented procedures so staff know the process for identifying opportunities and organising the volunteering activity
3. Strong partnerships with the community	Talk with the not-for-profit to determine how best their needs can be met through volunteering. This will build the foundation for longer term partnerships and allows the not-for-profit to identify their own priorities.

<p>4. Manage for impact, sustainability and innovation</p>	<p>This can be achieved through setting targets such as the number of volunteer days per year and the number of not-for-profits supported, so at the end of each financial year you have some figures to measure against. Someone in the business is appointed responsibility for the review and measurement of the program.</p> <p>For innovation and impact, consider what other forms of support can be provided to enhance the contribution.</p>
<p>5. Learning from action</p>	<p>How can employees improve their skills through volunteering? Allow them to identify their own learning needs and help them find volunteering roles which could help them meet these needs. Recognise that volunteering in general contributes to the development of well-rounded individuals.</p>
<p>6. Leadership for business and the community</p>	<p>Lead by example in your wider community. Offer to present to employer groups at meetings or forums, or provide good stories to the local media. Find opportunities to communicate to the community why you think volunteering is valuable. Start a network with other likeminded business leaders to address community needs in a collaborative way.</p>

Also see D. Setting Targets