



EMPLOYEE ENGAGEMENT OPPORTUNITIES

BACKGROUND

There is a growing body of research indicating that staff retention, staff morale and productivity improves when staff are volunteering their services to a community initiative¹. For instance, a survey of 2500 Corporate Executives in the USA found that:

- More than 70% agreed that corporate volunteer programs increased employee productivity
- More than 80% agreed these programs improved employee retention
- More than 80% agreed these programs improved morale
- More than 90% agreed these programs build teamwork skills².

Big Brothers Big Sisters could provide a range of opportunities for staff to become involved with the organisation and its mentoring services to disadvantaged young people.

LEVELS OF EMPLOYEE ENGAGEMENT

Workplace Presentations

Staff from Big Brothers Big Sisters in Geelong can provide workplace presentations to increase the employees awareness of Big Brothers Big Sisters and about how they might be more actively involved in the organisation, eg. as mentors for young people, promotional / fundraising activities, etc.

These presentations can be tailor-made to the workplace, eg. duration of presentation, format and style, and could be delivered across a morning tea or lunch break. There may be opportunities for already approved volunteer mentors to be involved in workplace presentations.

Employees as Mentors

Through workplace presentations, Big Brothers Big Sisters will be keen to hear from employees wishing to participate as volunteer mentors for disadvantaged young people. Big Brothers Big Sisters Geelong have a high demand for volunteers, especially males. Consequently, there are many young people who will wait 12 months or more before they will be matched to a volunteer mentor.

¹ Big Brothers Big Sisters (2000) *Partnerships For Mentor Development-Partnering With Employers*, Edition 12, p6.

² Ibid.

For those not able to be mentors, employees may support Big Brothers Big Sisters through other roles such as:

- Organising small profile raising events, eg. Movie Night, casual office days for BBBS, Trivia Night.
- Organising group activities for young people and their mentors, eg. soccer game in the park, billy cart making, craft day.
- Organising free tickets for young people and their mentors so they can attend more expensive events, eg. AFL football matches, IMAX, the Aquarium, etc.

There may be interest from employees wishing to establish **Action Teams** where small groups of staff are prepared to be engaged with Big Brothers Big Sisters to undertake larger activities. The purpose of each Action Team would be to meet regularly and to organise activities that raise the profile of Big Brothers Big Sisters within the organisation and the wider community.

Promotion of Partnership with BBBS

It is proposed that articles featuring the volunteer efforts of employees would be an effective way in 'spreading the word' throughout your organisation and the wider community. BBBS staff would submit short articles to your organisation for consideration for inclusion into internal newsletters, website and other publications. The frequency of these articles would depend on the level of employee involvement with Big Brothers Big Sisters and the opportunities to have articles featured on the website and in publications.

Promotion & Development Council – Geelong

It is proposed that a Promotion & Development (P&D) Council in Geelong be formed to assist with community promotional activities. This reflects the need for the program to expand its services and grow its profile in the Geelong community. An employee representative from your organisation could hold a position on the P&D Council along with representatives from other key stakeholders.