

Making a Polished Portal in SLCCsync

SLCCSync: our online platform to interact with students, faculty and staff. You have a *personal profile* that interacts with your *organization's portal*. This is where you can post ads and opportunities for folks to engage with your organization. Starting this fall it'll be integrated with MySLCC, meaning your reach just increased to over 60,000 people.

Students, Faculty and Staff find opportunities in SLCCsync in two different ways. Using **keyword searches**, and by date/**calendar view** comprised by the opportunities you've posted.

Portal Content (your welcome message, description, keywords)

- Formatting makes a big difference: try different colors or fonts to emphasize headings or content
 - Photos go a long way...if they're done right: Profile pictures should be 300 pixels x 300 pixels. Cover Photos should be 2000 pixels wide X 320 pixels tall. This is an easy tool to resize your image: <http://resizepic.com/>
 - Include student centered keywords for searching opportunities (think classes, populations, issue areas, departments/areas of study, etc. keep them simple and potentially redundant)
 - Don't forget that Volunteers have a choice. You're trying to give them the right details to make an informed choice regarding if your organization would be a good fit for their needs and desires
 - Try to use a three-part recruitment message that briefly details and describes what your organization is looking for in a volunteer for that particular opportunity. The recruitment message should be broken into three parts: **a statement of need, how the volunteer can help, and the benefit to the volunteer.**
1. The *statement of need* should be drafted in two versions. First, create a version that's just for internal use; second, create a public version that's more compelling and "dressed up" to attract potential volunteers. You'll use this version in advertising materials.
 - Example of an internal statement of need: "Special Olympics needs a softball coach for spring league."
 - Example of an external statement of need: "They have gloves, bats, and softballs... but no coach. 75 boys and girls with developmental disabilities are waiting for a coach. Don't let them strike out. Join our Special Olympics Team!"
 2. The next part of the recruitment message explains *how the volunteer can help*. What can he or she provide? What hard skills and interpersonal qualities would make an individual a good fit for your organization? Be brief but explicit in terms of the most important qualifications.
 3. Finally, explain *the benefit to the volunteer* of working with your organization. People don't volunteer to get a paycheck. Each person has his or her own reasons, which are usually intrinsic; in other words, the volunteer gets some kind of internal satisfaction or gratification from their task. What might a person accomplish by helping your group? It might be helping a child learn to read, serving meals to those who cannot afford to buy food for themselves, or simply easing the burden on an overworked staff by helping with administrative work. A good way to think about the reward for a volunteer is by considering the reward for the person being served. For example, if a senior citizen gets a lift in their day by spending time with a volunteer as an adopted grandchild, the volunteer may also feel the lift of having brightened someone's day. (Read more tips here: <http://bit.ly/2exIEHJ>)



Portals to Highlight:

- [Big Brothers Big Sisters](#)
- [City of South Salt Lake](#)
- [Girl Scouts of Utah](#)
- [YMCA](#)

Posting Service Opportunities (your tool to get students engaged)

- Add volunteer opportunities as often as possible: one time, recurring, ongoing
 - Make sure you're posting a date in the future. Past opportunities don't appear.
 - Link to these events as often as possible in any communications with students
- Include enough information that is helpful, without adding too much (this is where your recruitment message comes into place)
 - What specific things will students be doing?
 - Can this project be done off site or at home?
 - Is this a family friendly opportunity?
 - Should this be one opportunities, or multiple posts?
- Pre/Post forms for opportunities
 - Is this connected to a service learning class? Faculty? Hours needed?
 - Have you attended/can you attend orientation on ____ at ____?
 - Can you attend the full shift?
- Involvement Entries: approve them as quickly as possible, and for sure by the last week of the semester.
- Drive Students to SLCCsync as much as possible. Invite them to join your portal even if they didn't volunteer with you via SLCCsync recruitment.
- Can add SLCCsync events to your calendar (ie: Outlook and Google)

Events to highlight:

- [Downtown Farmer's Market](#) (multiple shifts, specific duties, etc)
- [Neighborhood House](#)
- [Conversation Club](#)
- [Natural History Museum of Utah](#)

OrgSync Help Desk: <https://help.orgsync.com/hc/en-us>. Live Chat is my favorite!

- Service Partner Starting Guide: <https://help.orgsync.com/hc/en-us/articles/203702906-Service-Partner-Getting-Started-Guide>
- Creating an Opportunity: <http://www.ecu.edu/cs-studentaffairs/volunteer/upload/Creating-Service-Opportunities-in-OrgSync.p>
- Approving Involvement Entries: <https://help.orgsync.com/hc/en-us/articles/203702306-Involvement-Walkthrough>