

2022 Research Grantee Dialogue

Embracing the Diversity of Civic Engagement: Opportunities for National Service

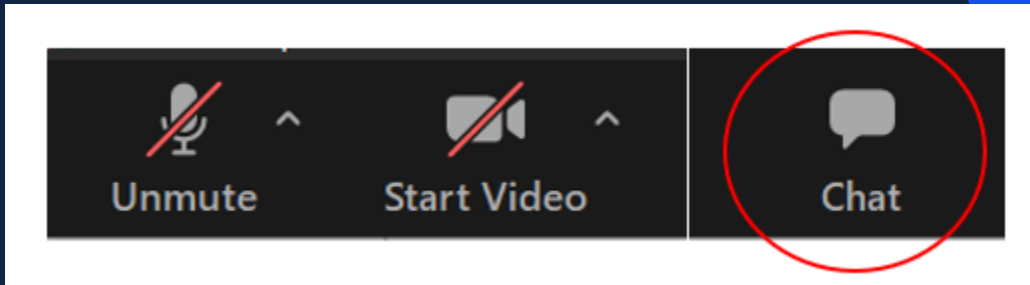
Tuesday, May 17 – Thursday, May 19, 2022

2022 Research Grantee Dialogue:
Embracing the Diversity of Civic Engagement

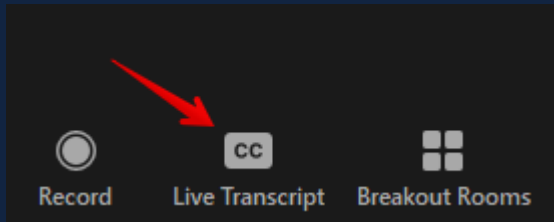
Katy Hussey-Sloniker, MBA, MSW, LGSW,
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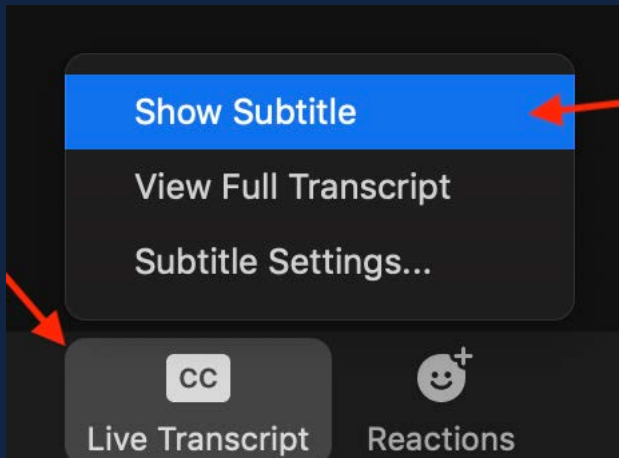
Welcome!



Please be advised that all lines have been muted to avoid background noises and to allow for greater engagement.



Please use the chat feature to submit any questions throughout the presentations. Select Everyone when submitting your questions. We will read your questions for you.



2022 Research Grantee Dialogue:
Embracing the Diversity of Civic Engagement

Introductory Remark

Mary Hyde, Ph.D.

Director,

AmeriCorps Office of Research and Evaluation



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Keynote from
AmeriCorps CEO

Michael D. Smith



2022 Research Grantee Dialogue:
Embracing the Diversity of Civic Engagement

Volunteering among Senior and Volunteering across Rural/Urban Spaces

May 17, 2022

Volunteering among Senior and Volunteering across Rural/Urban Spaces

Panel Moderators



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Volunteering among Senior and Volunteering across Rural/Urban Spaces

Engaging and Retaining Older Adult Volunteers:
A Role Intersection Perspective

Jennifer Crittenden, Ph.D., MSW

Assistant Professor

University of Maine, School of Social Work

2017 Grantee



Volunteering among Senior and Volunteering across Rural/Urban Spaces

Engaging and Retaining Older Adult Volunteers:
A Role Intersection Perspective

Description of Study

Identify the extent to which formal volunteering is impacted by caregiving, working, and informal helping roles along with the attending programmatic strategies that support role intersections.

Challenges: Older Adult Volunteer Recruitment and Retention

Who does this affect? Older adults, Volunteer programs, Communities



Volunteering among Senior and Volunteering across Rural/Urban Spaces

Engaging and Retaining Older Adult Volunteers:
A Role Intersection Perspective

Study Design

Three-Phase Study, Role Theory Framework of Inquiry

- 1) Survey of 1,697 active RSVP volunteers ages 55+
 - Quantitative, Multiple regression analysis looking at role conflict, satisfaction, intent to stay, and time commitment
- 2) Survey of RSVP program sites (N=21)
 - Qualitative and exploratory in nature
- 3) Follow-up qualitative interviews with 11 RSVP program sites



Volunteering among Senior and Volunteering across Rural/Urban Spaces

Engaging and Retaining Older Adult Volunteers: A Role Intersection Perspective

Findings-Phase I

Average hours in formal volunteering (RSVP)
22.6 hours/month



M = 53.17 hours/month



M = 42 hours/month



M = 19.41 hours/month

Volunteering among Senior and Volunteering across Rural/Urban Spaces

Engaging and Retaining Older Adult Volunteers: A Role Intersection Perspective

Findings-Phase I

Role Conflict

For those who had additional roles:

Average conflict score: 7.49 (SD=5.05)

Range from 5-35 (35 poss. Points)

There are sig. differences in conflict scores between caregivers and non-caregivers

There are sig. differences between workers and non-workers with regard to conflict scores

Volunteering among Senior and Volunteering across Rural/Urban Spaces

Engaging and Retaining Older Adult Volunteers: A Role Intersection Perspective

Findings-Phase I

Role Conflict

- A higher number of roles held outside of RSVP was associated with lower RSVP participation.
- Higher levels of role conflict were associated with lower levels of satisfaction with RSVP volunteering.
- Health is an important intervening factor that is also related to participation and satisfaction.
- Poorer self-rated health was associated with lower reported levels of participation in and satisfaction with RSVP.



Photo by Elise Klysa
FRAME, 2021

Role Enhancement



Communication
Social Skills
Organization
Time
Management

Fundraising
Exercise
Instruction
Tax Prep

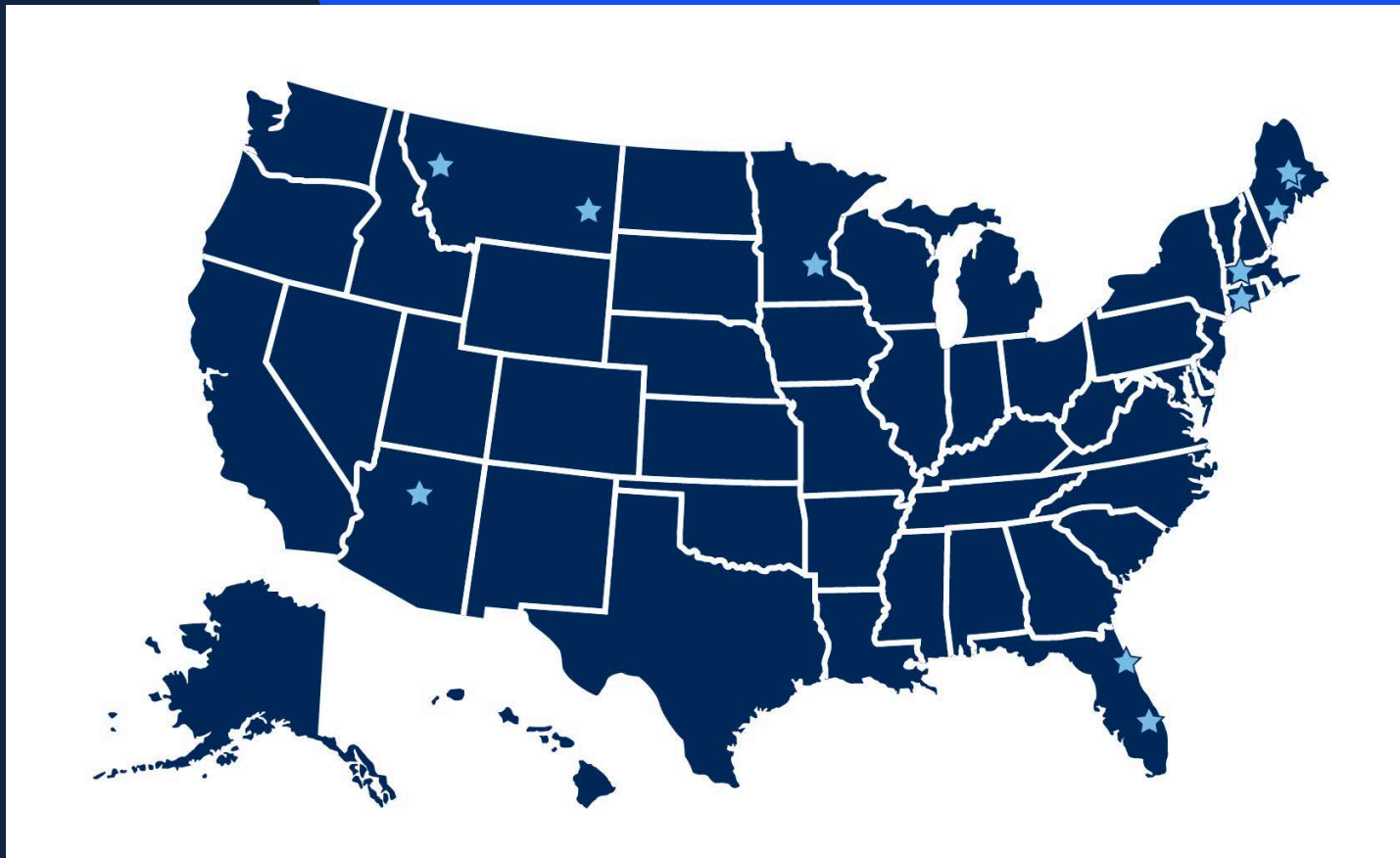
Care
Approaches
Meal
Preparation

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Engaging and Retaining Older Adult Volunteers: A Role Intersection Perspective

Phase III

- 11 RSVP sites recruited
- 7 States
- Program sizes ranged from 50 volunteers to 650 volunteers



Phase III Findings: Practices and Themes

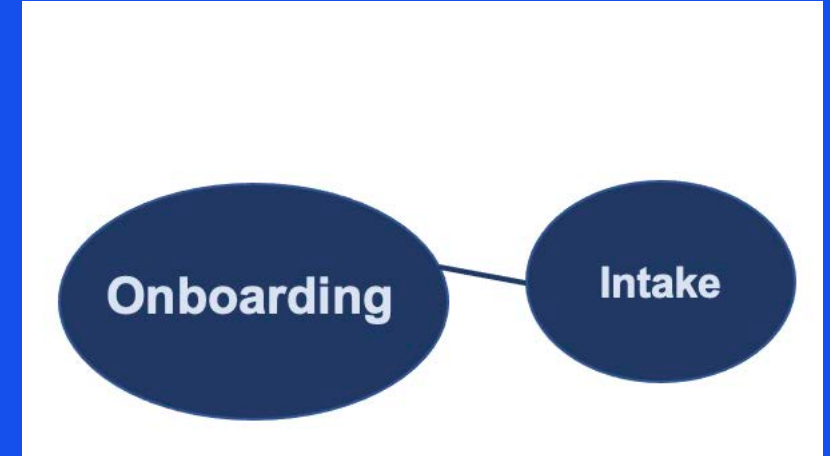


Volunteering among Senior and Volunteering across Rural/Urban Spaces

Engaging and Retaining Older Adult Volunteers: A Role Intersection Perspective

Intake procedures (subtheme)

- Identify caregiving or working volunteers, scheduling considerations
- Volunteer placement considers interest to transition to paid employment.

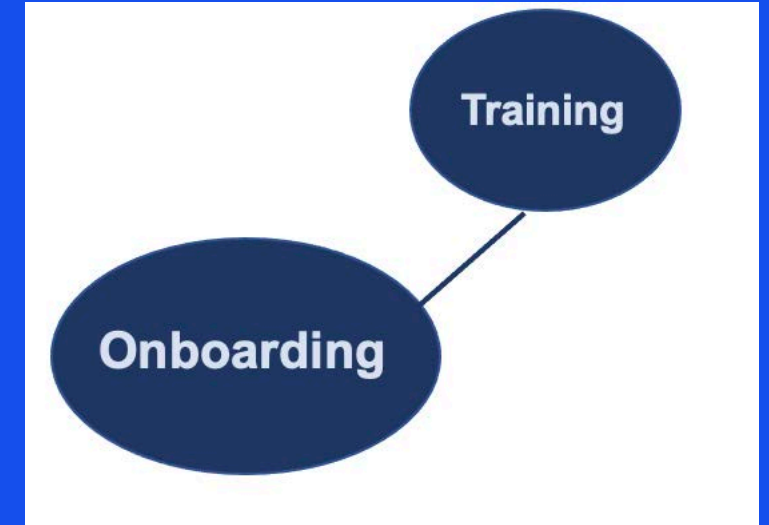


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Engaging and Retaining Older Adult Volunteers: A Role Intersection Perspective

Training (subtheme)

- Offering training beyond that required for the volunteer role enhances skills that can be used in other roles.
- Example: RSVP of Northern Arizona offers additional professional development trainings to give volunteers the opportunity to build their skill set beyond those required for the volunteer role



Volunteering among Senior and Volunteering across Rural/Urban Spaces

Engaging and Retaining Older Adult Volunteers: A Role Intersection Perspective

- Breaks were viewed as a method for preventing burnout and increasing retention.
- Flexibility in schedule and hours is critical
- Conversations during initial intake can identify scheduling needs.



Volunteering among Senior and Volunteering across Rural/Urban Spaces

Engaging and Retaining Older Adult Volunteers: A Role Intersection Perspective

- Flexibility and lack of a major time commitment viewed as helpful to some volunteers
- Offered during non-workday hours
- One-time opportunities, lasting a few hours in duration

Staff perspectives

- Viewed as time-consuming for RSVP staff
- Opportunities get "volunteers through the door"



Volunteering among Senior and Volunteering across Rural/Urban Spaces

Engaging and Retaining Older Adult Volunteers: A Role Intersection Perspective

- Flexibility to take time away from volunteering to attend to other roles.
- Trained for multiple volunteer opportunities, some specific to a given program
- Allows participants ability to volunteer more often outside of short-term opportunities, a “per diem” type role



Volunteering among Senior and Volunteering across Rural/Urban Spaces

Engaging and Retaining Older Adult Volunteers: A Role Intersection Perspective

- Volunteering from home seen as a feasible way to engage more volunteers, especially during COVID
- The ability to volunteer from home while simultaneously caring for a loved one was noted as an advantage of remote and home-based volunteering
- Such opportunities provide more flexibility in volunteering after typical work day hours.



Volunteering among Senior and Volunteering across Rural/Urban Spaces

Engaging and Retaining Older Adult Volunteers: A Role Intersection Perspective

Provision of supports to volunteers around personal wellness and well-being, not related to their volunteer work specifically.

- Caregiver information and support groups
- Available services
- Supports offered both formally and informally



A means for programs to provide resources and trainings to volunteers.

- Examples:
 - Workshops on Alzheimer's disease with a local Cooperative Extension
 - Partnerships with Area Agencies on Aging to connect volunteers with services



Volunteering among Senior and Volunteering across Rural/Urban Spaces

Engaging and Retaining Older Adult Volunteers: A Role Intersection Perspective

Roles & Health Matter

Volunteering Accrues Benefits
Across Roles

Volunteers & Programs Can
Work Together To Manage Role
Conflict

Big Picture
Takeaways

Volunteering among Senior and Volunteering across Rural/Urban Spaces

Engaging and Retaining Older Adult Volunteers: A Role Intersection Perspective

mainecenteronaging.umaine.edu/older-adult-volunteer-study/

JUGGLING MULTIPLE ROLES:
AN EXAMINATION OF ROLE CONFLICT AND ITS RELATIONSHIP TO OLDER
ADULT VOLUNTEER SATISFACTION AND RETENTION
By
Jennifer A. Crittenden
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A Dissertation
Submitted in Partial Fulfillment of the
Requirements for the Degree of
Doctor of Philosophy
(Interdisciplinary in Gerontology)

The Graduate School
The University of Maine
May 2019

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Supporting Older Workers and
Caregivers Who Volunteer:
Examples from The Field

Jennifer A. Crittenden, PhD, MSW
Abbie Hartford, MSW
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Juggling Multiple Roles:
An Examination of Role Conflict and Its Relationship to
Older Adult Volunteer Satisfaction and Retention

EXECUTIVE REPORT
Center on Aging, University of Maine

Jennifer Crittenden, Ph.D. | Sandra S. Butler, Ph.D. | Nicholas Silver, B.A. |
Abbie Hartford, B.A. | Rachel Coleman, M.P.P., M.A.

Introduction


The face of older adult volunteering has been changing over time requiring volunteer programs to innovate and respond to the new realities of the "retirement years." This shift has surfaced new questions to be explored that will help the nonprofit sector anticipate and respond accordingly. In the spring of 2018 a multi-phase study, funded by the Corporation for National and Community Service, was launched to examine: 1) the relationship between holding multiple roles (such as caregiving, working for pay, and informal volunteering) and older adult volunteering outcomes; 2) the benefits that older adults gain from volunteering; and 3) the strategies used by both volunteers and volunteer programs to help older adults juggle increasingly "full plates" of activities. The study yielded valuable information about how older adults and their volunteer programs are able to avoid and address role conflict. Findings from this study provide implications for volunteer program practices that can be applied to help recruit and sustain older adults as volunteers. This report provides a brief summary of the key findings from this study on older adults and their volunteering. A full technical dissertation report for the Phase I volunteer survey can be [found online](#).
Either report is also available by request from the study PI, Dr. Jennifer Crittenden at jennifer.crittenden@umaine.edu.

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Vying for Time: How Programs Engage and Support a Busy
Cadre of Baby Boomer and Older Adult Volunteers

Jennifer A. Crittenden, PhD, Sandra S. Butler, PhD
Nicholas Silver, B.A.



The infographic displays various statistics and findings from the study, including a pie chart showing the distribution of roles held by older adults and a flowchart illustrating the relationship between role conflict and volunteer retention. It also includes a list of key findings and recommendations for volunteer programs.

Volunteering among Senior and Volunteering across Rural/Urban Spaces

Engaging and Retaining Older Adult Volunteers: A Role Intersection Perspective

mainecenteronaging.umaine.edu/older-adult-volunteer-study/



Getting the most out of your volunteer experience

Tips for caregivers

Are you an older adult who is juggling life's demands and trying to find time for yourself? Volunteering is a great way to support your health and well-being while making a difference in your community.

Volunteering has been linked to a number of positive outcomes for older adults such as good health and mental health, social connections, and a sense of purpose. However, for many older adults, especially caregivers, finding the time and energy to volunteer can be a challenge.

A recent study was carried out with older adult volunteers and volunteer managers across the country to understand how busy older adults can successfully manage their multiple commitments. Based on that survey, as many as 35% of current volunteers are also caregivers, meaning they are caring for someone 18 or older who is unable to care for themselves.

Here's what we learned about volunteering from other caregivers:

Benefits of volunteering

Caregivers reported that volunteering:

- Gave them new skills and techniques to improve the care they provide to their loved one.
- Provided them with new "ideas" or "advice" gained from other volunteers or service recipients that enhanced their own caregiving.
- Gave them the opportunity to learn about programs and resources, like Medicare, insurance, and financial and aging services, that could support them as caregivers or support their care recipient.
- Provided an opportunity to make new friends and socialize.
- Provided a valuable and temporary reprieve from caregiving responsibilities.



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Getting the most out of your volunteer experience

Tips for older workers

Are you an older adult who is juggling life's demands and trying to find time for yourself? Volunteering is a great way to support your health and well-being while making a difference in your community.

Volunteering has been linked to a number of positive outcomes for older adults such as good health and mental health, social connections, and a sense of purpose. However, for many older adults, especially those who are employed, finding the time to volunteer can be a challenge.

A recent study was carried out with older adult volunteers and volunteer managers across the country to understand how busy older adults can successfully manage their multiple commitments. Based on that survey, as many as one out of every seven current volunteers are also working for pay in addition to their volunteer work.

Here's what we learned about volunteering from other older workers:

Benefits of volunteering

Older workers reported that volunteering:

- Gave them new skills and knowledge that they can use in their paid employment.
- Provided them with information on different programs, services, and resources that could be used in their paid role.
- Helped them to connect with new employment opportunities.
- Provided an opportunity to meet new people and build a network that helped them in their paid work.
- Provided a valuable opportunity for stress relief.



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Supporting older workers and caregivers

Tips for volunteer managers

Volunteering has been linked to a number of positive outcomes for older adults such as good health and mental health, social connections and a sense of purpose. However, older adults are increasingly giving their time to paid work, caregiving, and other important endeavors. For many older adults, especially those who are employed and those who are caring for loved ones, finding the time to volunteer can be a challenge. Volunteer programs can encourage older adults to volunteer by offering flexible and appealing program options for these two groups.

A recent study was carried out with older adult volunteers and volunteer managers across the country to understand how busy older adults can successfully manage their multiple commitments. Based on that survey, as many as one out of every seven older adult volunteers are working for pay in addition to their volunteer work. As many as a third of older adult volunteers are also serving as a caregiver to a loved one.

Benefits of volunteering

Both older workers and caregivers reported that volunteering provided benefits to their different roles. In particular, volunteering:

- Gave them new skills and knowledge that they can use in their paid employment or caregiving.
- Provided them with information on different programs, services, and resources that could be tapped in their paid or caregiving roles.
- Provided an opportunity to meet new people and build a network that helped them in their paid work or caregiving.
- Provided a valuable opportunity for stress relief or respite.



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Phase III Sites



Center for Service and Volunteerism



Acknowledgements



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Volunteering among Senior and Volunteering across Rural/Urban Spaces

Engaging and Retaining Older Adult Volunteers:
A Role Intersection Perspective

Laurie Paarlberg, Ph.D.

*Charles Stewart Mott Chair on Community
Foundations and Professor of Philanthropic Studies*

Indiana University, Lily School of Philanthropy



Where have all the volunteers gone?

Volunteering Cliff in the US Rural Communities: Why Rural Residents Volunteer Less than Before (and what we still don't know...)

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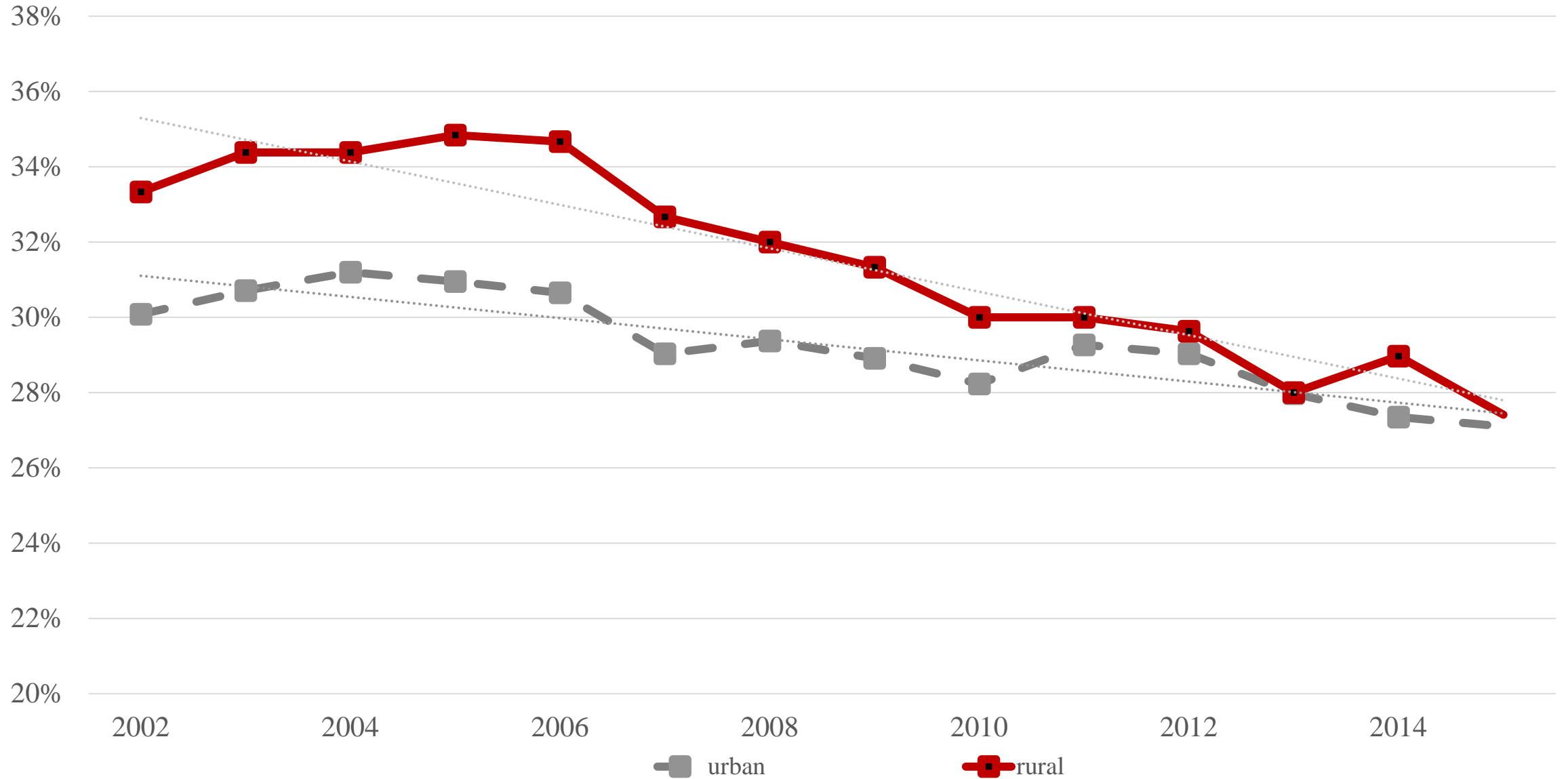


**School of Public &
International Affairs**
UNIVERSITY OF GEORGIA



Background

Volunteering Rates (%)



Paarlberg, et. al (2021).

Source: CPS Volunteering Supplement

Why is this important?

Communities increasingly rely upon private efforts to respond to complex social issues.


- Changes in the social and economic structure of local communities may be eroding civic capacity.
- And civic engagement and community development are productive cycles.

The rural/urban divide appears more pronounced than ever (economically, socially, economically)

- Much of what we know about volunteering is based on studies of urban respondents or assumes that rural/urban doesn't matter.



Two questions

1. **What explains the “historical differences” between urban and rural volunteering rates?** 
2. **What factors might explain the persistent decline in volunteering rates, specifically what might be behind the rural volunteering cliff?**

Study Design:

Quantitative Study of Census Data

- Current Population Survey (CPS) Volunteering Supplement
 - Added to the basic monthly CPS survey (labor force data) every September
 - Representative of the US public
 - Asks about the incidence and intensity of volunteering
 - Years 2002 through 2015 (*we are eager to dig into more current data...*)
- N = 1,072,000 individuals, which is about 90,000 per year
- **Data Limitation:** In the publicly available CPS data, the county identifier is masked for about 59 percent of the respondents (for confidentiality reasons). **A high proportion of individuals with masked county codes are in rural communities.**
 - We have permission to access the confidential-level CPS volunteering data in a secure U.S. Census Bureau research data center (RDC). This means that we can merge in county-level contextual data for ALL respondents, thus overcoming that major data limitation.
 - **WARNING:** *We don't have rural residents in all these results.*



**Findings
(across several studies)**

What explains the rural/urban divide?

- Rurality by itself is **not** significant— “*there isn’t something in the water in rural places.*”
- Individual resources provide a small advantage to urban residents (*.011 of the gap*).
- Much of the difference results from differences in the characteristics of community that favor residents of rural communities (*.064*)
 - *Congregational density*
 - *Racial homogeneity*
 - *Lower community wealth (hmmm....)*
- And differences in the **size** of the effects of community characteristics (*.092*)
 - *Religiosity (density of adherents) and density of nonprofits has a stronger effect in rural places*



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Ongoing efforts to understand what's behind the decline?

Recession and associated economic changes?

Changing social connections?

“Graying” of rural places



Examination of Economic Factors

- **The recession, even when controlling for other economic factors, has a negative effect on volunteering rates**
 - Economic growth in the 1990's seems to have a long-term positive effect on volunteering, especially among the communities of winners!
 - Changes in community income and growing income inequality are not likely drivers of the decline in volunteering
-
- *Next Steps*
 - Release the results of the rural analysis from analysis in the Census lab
 - Investigate the interaction between rurality and the economic variables



A Social Explanation

Perhaps rural residents get involved in volunteering in different ways ? And maybe these pathways are changing over time?

Mean of pathway variable	RURAL	URBAN
Voluntary	0.48	0.51
Obligation	0.18	0.17
Recruitment	0.30	0.28
Coercive	0.00	0.01

Key Finding: # 2

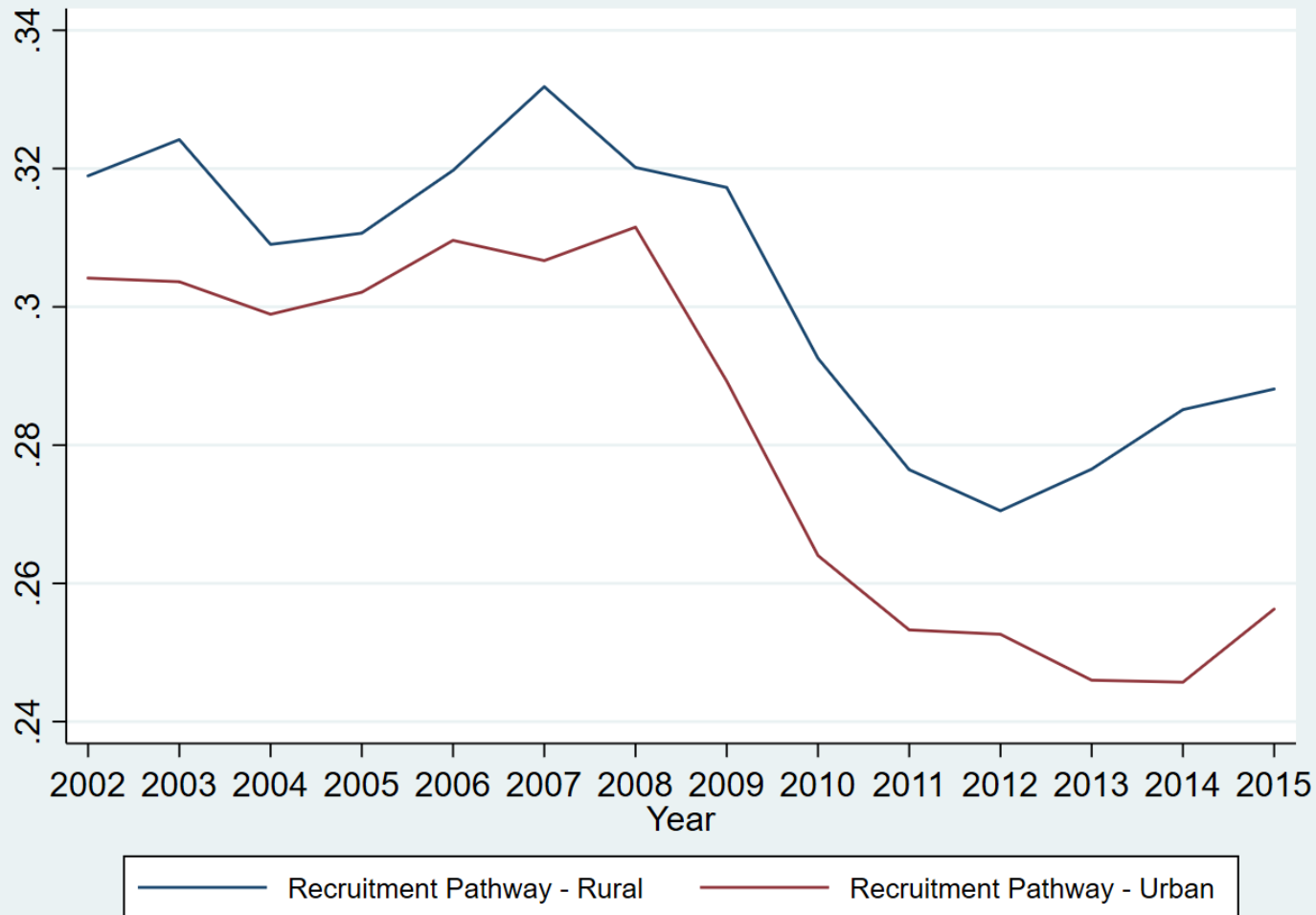
Small differences in pathways to volunteering

*All differences are statistically significant

Voluntary : you approach the organization or your own involvement
Social obligation: asked by a friend, relative or co-worker
Recruitment: asked by someone at organization, public appeal
Coercive: mandate through school, public housing or court



Declines in recruitment?



More research is needed to understand the changes in the capacity of organizations (government/nonprofit/religious) in rural places to engage and support volunteers

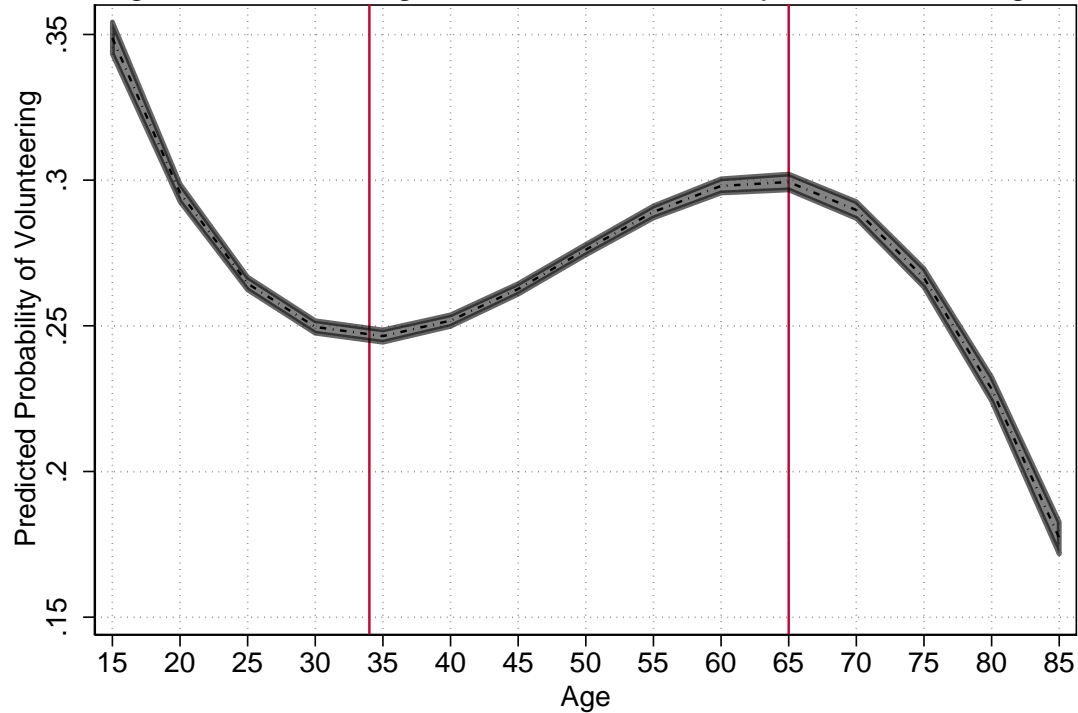
Next steps

Research and Implications for Practice

Ongoing Research

1. Is changing age structure of rural places dampening volunteering rates?

Marginal Effects of Age-Cubed on Probability of Volunteering



2. Has increasing secularization in rural places dampened rural volunteering?

#3. Are we experiencing “hollowing out” of our civic institutions in rural places? (churches and other nonprofits?)

Need to consider rural context in studies of volunteering.

- Importance of the CPS data to track volunteerism
- Support access to the restricted data through the RDC

Building multidisciplinary teams.



Implications for practice

Much of the attention on bolstering volunteerism has often focused on the individual attributes of volunteers and “teaching people” to be volunteers (school service programs etc.).

Our research suggests that volunteerism needs to be a continued focus for **community development** efforts.

- The importance of strong organizations—what happens when we lose local organizations? Schools, youth associations, places of worship?
- The consequences of “gentrification” of rural places.
- The “graying of communities.”



Questions and Comments

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Appendix of more detailed
statistical results

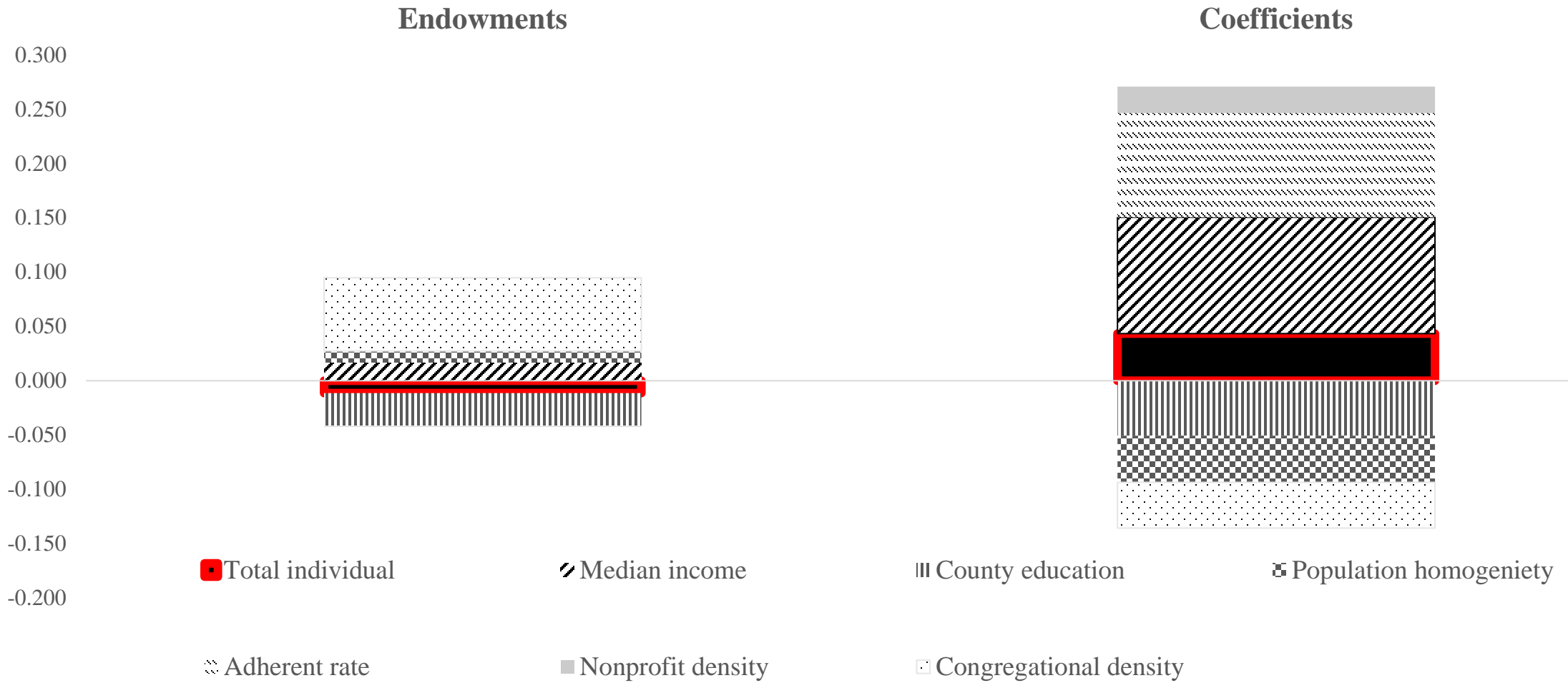
Economic Explanations

(largely drawn from economic and political science theories—“sociotropic approach”)

- **Economic distress:**
 - Economically distressed communities have lower levels of trust, greater competition for resources, less incentive to invest in the long term, fewer civically engaged role models (Grueter et al., 2020; Lettinga et al., 2020; Letki, 2008 Parboteeah et al., 2004)
- **Economic inequity:**
 - Increasing social distance and less community solidarity (Collins & Guidry, 2018; Fateh Ahmad & Majid, 2021)
- **Economic decline:**
 - Dampens collective self-efficacy
 - Creates long-term public disinvestment in building human and social capital
 - **Interterritorial inequality:** Long-term decline creates a sense of segregation from the broader society that fuels anger and resentment that their community has been left behind and “doesn’t matter” to the larger society – “the fly over effect” (Rodríguez-Pose, 2018).



Results of the Oaxaca Blinder Decomposition



Probit Results (Community Variables)

The interaction between economic variables and the recession is not significant.

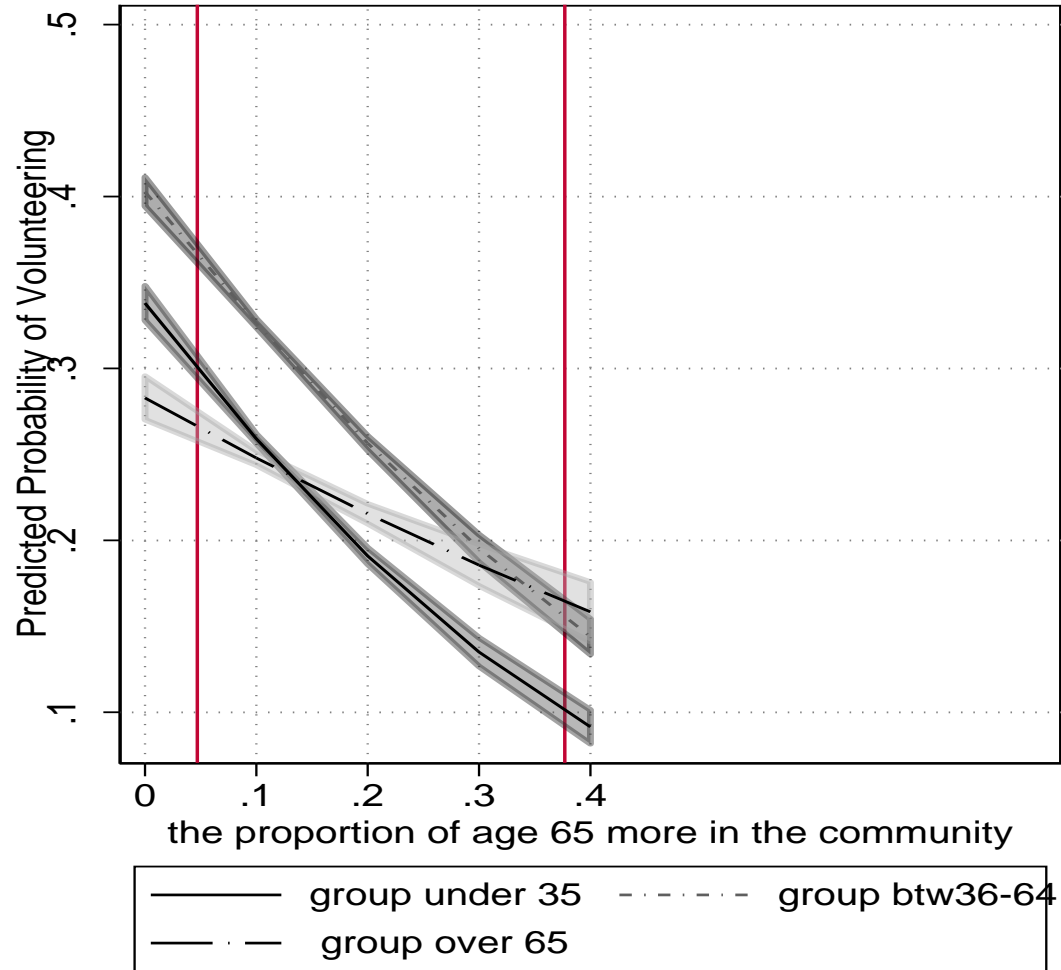
Warning:
The effects of many community variables vary across rural/urban

	Model 1	Model 2	Model 3
Median income	NS	NS	NS
Income Inequality		NS	
Recession	-.155***	-.150***	-.136***
<i>Percent change in median household income (standard deviations): 1990-2000</i>			
3+ SD below			NS
2 SD below			NS
1 SD below			NS
1 SD above			.156 *
2 SD above			.209**
3+ SD above			.283**

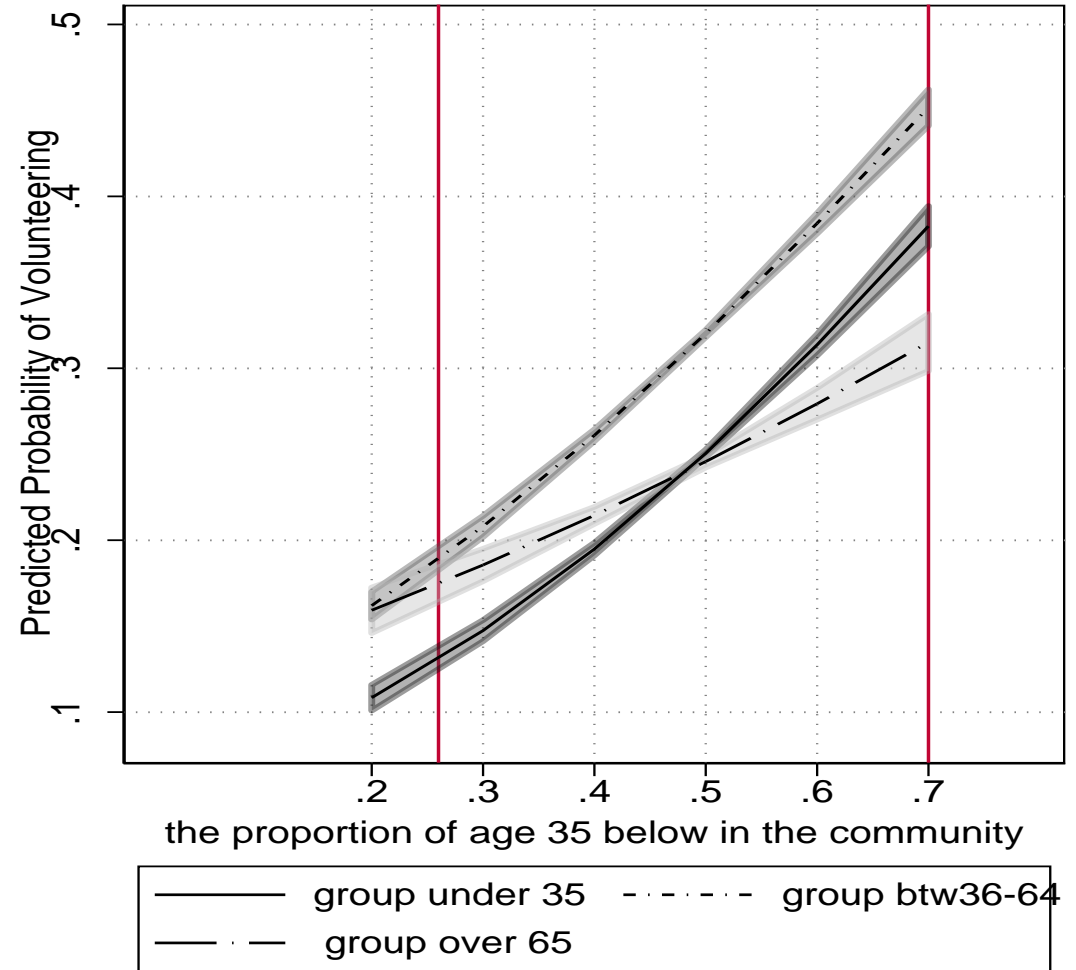


Marginal Effects of Community Age Norm on Probability of Volunteering

Older Community



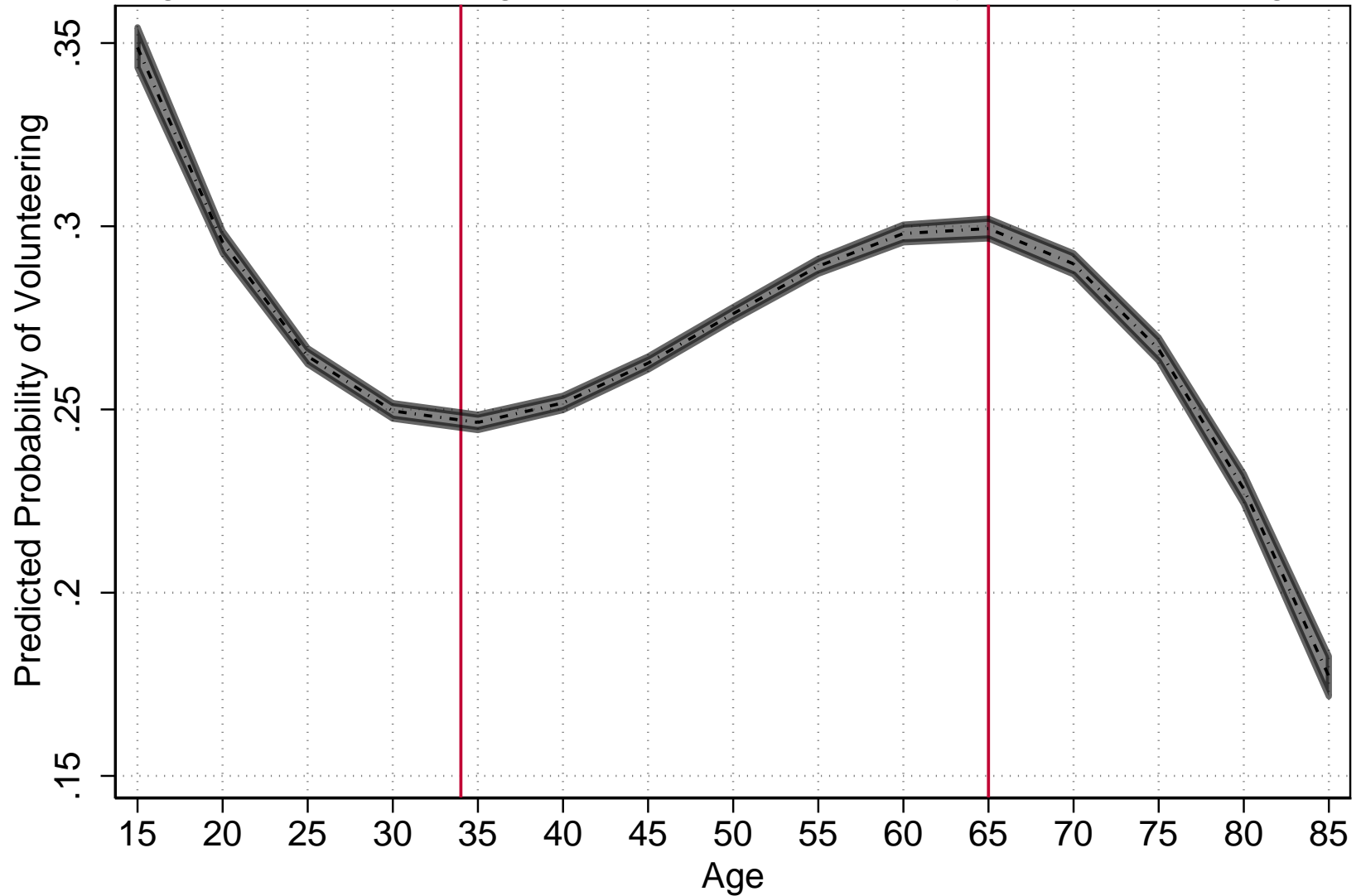
Younger Community



Is the changing age structure of rural places dampening volunteering?

Next steps: Release the data on rurality, age structure, and volunteerism. *This is complex because the effect of individual age changes across the age structure of place.*

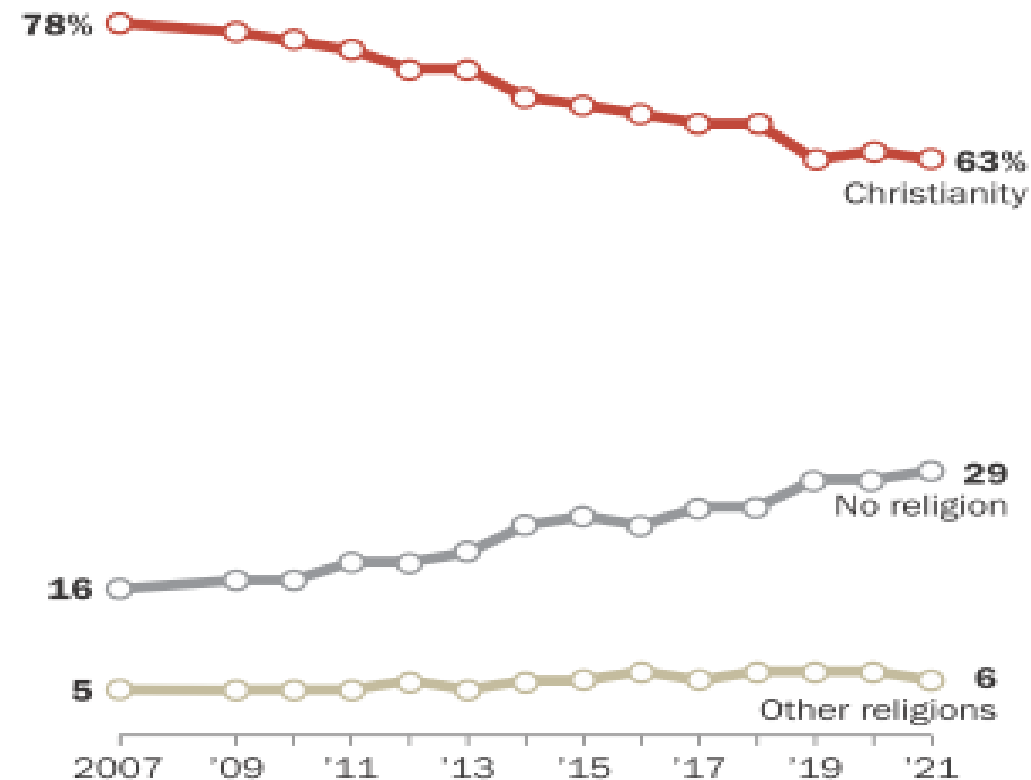
Marginal Effects of Age-Cubed on Probability of Volunteering



Has secularization dampened rural volunteering?

In U.S., roughly three-in-ten adults now religiously unaffiliated

% of U.S. adults who identify with ...



<https://www.pewforum.org/2021/12/14/about-three-in-ten-u-s-adults-are-now-religiously-unaffiliated/>

Faith congregations are a traditional source of entry into volunteerism and a source of resources for local organizations.

Congregations directly provide services.

Congregational structures are “anchor institutions”

Median weekly worship attendance:

2000: 137

2020: 65

65% of congregations average less than 100 people attending worship (vs. 45% on 2000)

Next steps: Partner with religious study colleagues to examine the unique effects of religious community on volunteering

<https://faithcommunitiestoday.org/fact-2020-survey/>



Volunteering among Senior and Volunteering across Rural/Urban Spaces

Best Practices: Engaging Seniors, Urban, and Rural populations



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Volunteering among Senior and Volunteering across Rural/Urban Spaces

Older Adult Volunteer Best Practices

Encouraging older adults to participate in volunteer work in addition to other life role responsibilities through:

Recruitment:

- Articulating role-related benefits
- New recruitment avenues
 - Employers
 - Caregiver organizations
 - Other civic organizations



Volunteering among Senior and Volunteering across Rural/Urban Spaces

Older Adult Volunteer Best Practices

Retention

- Create Role Enhancement Opportunities (Holistic Approach)
 - Integrating supportive practices
- Support Health and Well-Being
- Reduce isolation
- Build volunteer infrastructure
 - Volunteer job flexibility/scheduling
 - Volunteer assignment matches that will create role-related benefits





Processes and impact of volunteering in an under-resourced Virginia neighborhood

Emily Zimmerman, Ph.D., M.S., M.P.H.



Best practices for volunteering in under-resourced neighborhoods

- ❖ Employ a community liaison, with good rapport with and connections to community residents, to create ongoing dialog/navigation/translation
- ❖ Have structures in place that allow feedback from the community to 'move up the ladder' in the organization to have an impact on planning and service provision.
- ❖ Foster transparent communication and report back to communities
- ❖ Have a community engagement strategy in place
- ❖ Build community and resident capacity
- ❖ Carefully investigate community and residents' needs and strengths before offering help or starting a program and include community voice throughout
 - Consider unintended consequences during assessment and planning
- ❖ Approach planning services and programs as a conversation with the community
- ❖ Consider the historical and cultural context of communities, including institutional racism, before starting work there. Make sure that managers, coordinators, and when possible, volunteers, have opportunities to learn about the historical and cultural context.

Volunteering among Senior and Volunteering across Rural/Urban Spaces

Reflections: Turning Research to Action



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Volunteering among Senior and Volunteering across Rural/Urban Spaces

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2022 Research Grantee Dialogue: Volunteering among Senior and Volunteering across Rural/Urban Spaces

Tuesday, May 17, 2022

Closing Remarks

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