

Volunteer Web Content Guidelines

In support of the County's approach to optimizing the customer experience, the Department of Human Resources and the Department of Information Technology are collaborating to help centralize and streamline the County Volunteer Services Program. Internal Audit has also noted that implementing consistent protocol with volunteers will help reduce potential risks to the County. As part of this organizational effort to optimize the customer experience, we need your help to implement the following volunteer web content guidelines on County department webpages and service pages:

Individual Department Websites

HR encourages County departments to keep content on the web that references the actual programs or services offered to the public. In almost every case, this would be entered as a 'Service' into the services section of Henrico.us. Examples may include:

- Program information (e.g., mission statement, About Us section, volunteer's role as it relates to the program)
- Program history & facts
- Program FAQs
- Department contact information for questions about the programs

From the site where program information is posted as a service, there needs to be a link so citizens can apply for the program's volunteer opportunities through the centralized *Become a Volunteer* Web page (<http://henrico.us/services/volunteer/>). To achieve this, departments need to add the *Become a Volunteer* webpage link to their service/program page content, redirecting citizens to the *Become a Volunteer* page to apply, using the following format (Web editors should copy and paste this into WordPress):

```
<p>To fill out a volunteer application, get more information on the County's Volunteer Program, or learn more about this or other volunteer opportunities, please visit the <a href="http://henrico.us/services/volunteer/" target="_blank">Become a Volunteer page</a>.</p>
```

Departmental service Web pages *should not* include:

- The word "volunteer" in webpage titles, program or service headings if at all possible. This will ensure that citizens are able to optimize the County's search engine to find information on the volunteer program, department programs and services
- Department volunteer opportunities
- Any other way to apply for department volunteer opportunities besides the link above

Become a Volunteer Program Page

The *Become a Volunteer Web* page consists of individual PDF listings for each opportunity, organized by specific categories on the site. All PDF listings contain a webpage link redirecting citizens back to the department's program & service pages for additional information about their volunteer opportunities, if applicable and upon request of the agency.

Volunteer Web Content Guidelines

Departments interested in advertising new volunteer opportunities on the *Become a Volunteer* Page should complete a *Request for Volunteer and Job Description* form. This form is located on the County's employee web portal at: <http://employees.henrico.us/info/volunteer/>. Departments seeking to update an existing volunteer posting on the *Become a Volunteer* page should complete the *Volunteer Opportunity Online Template* form on the County's employee web portal. All completed forms should be submitted to the County Volunteer Coordinator by email at spo001@henrico.us.

County Volunteer Applications

To minimize potential risks to the County and encourage consistency and ease for our customers who want to volunteer with the County, it is important that the County's Volunteer Application is used to screen and recruit volunteers. The County's Volunteer Application is located on the *Become a Volunteer* Page at: <http://henrico.us/services/volunteer/>. If you have previously used department-specific processes to recruit volunteers, please contact the Volunteer Services Coordinator to collaborate on the best way to transition to meet your program's needs and still maintain the best experience possible for our customers.

Volunteer Program Page for Volunteer Coordinators

HR has created a *Volunteer Program* Page specifically for volunteer coordinators and supervisors to enable easier access to internal volunteer forms and documents. Examples include: volunteer forms and agreements, volunteer coordinator manual, time logs. Department Volunteer Coordinators and supervisors can access this page on the County's employee web portal at: <http://employees.henrico.us/info/volunteer/>.

For questions regarding the above, please contact the County Volunteer Coordinator at 501-4425.