



**2005 Corporate Volunteer Council Member
Customer Satisfaction Phone Interview**

Data Report

For Internal Use Only
January 2006

**Office of Planning, Research,
and Evaluation**

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Hands On
NETWORK

**2005 Corporate Volunteer Council (CVC) Member
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1. Overall, what is your level of satisfaction with the CVC Partners Program?

This question was responded by 41 out of 43=95%

Very dissatisfied (1)	1	2%
Dissatisfied (2)	1	2%
Neither satisfied nor dissatisfied (3)	7	17%
Satisfied (4)	19	46%
Very satisfied (5)	10	24%
AVG Score (including half points)	3.96	
Not applicable	2	5%

2. Please rate the each of the nine CVC Partner Benefits (in order of average score high-low)

- Customized assistance for Corporate Volunteer Council leaders

This question was responded by 41 out of 43 =95%

Very dissatisfied	0	0
Dissatisfied	0	0
Neither satisfied nor dissatisfied	1	2%
Satisfied	6	15%
Very satisfied	12	29%
AVG Score	4.58	
Not aware of this benefit	4	10%
Has not used	18	44%

- Quarterly workplace volunteering e-newsletter for distribution to your business members

This question was responded by 41 out of 43 =95%

Very dissatisfied	0	0
Dissatisfied	0	0
Neither satisfied nor dissatisfied	8	20%
Satisfied	9	22%
Very satisfied	17	41%
AVG Score (including half points)	4.26	
Not aware of this benefit	2	5%
Has not used	5	12%

- Annual CVC Directory

This question was responded by 41 out of 43 =95%

Very dissatisfied (1)	0	0
Dissatisfied (2)	1	2%
Neither satisfied nor dissatisfied (3)	4	10%
Satisfied (4)	11	27%
Very satisfied (5)	14	34%
AVG Score (including half points)	4.21	
Not aware of this benefit	3	7%
Has not used	7	17%

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- Quarterly CVC leaders e-newsletter

This question was responded by 41 out of 43 =95%

Very dissatisfied	0	0
Dissatisfied	1	2%
Neither satisfied nor dissatisfied	7	17%
Satisfied	11	27%
Very satisfied	13	32%
AVG Score (including half points)	4.11	
Not aware of this benefit	2	5%
Has not used	6	15%

- Visibility on the Points of Light Foundation website

This question was responded by 41 out of 43 =95%

Very dissatisfied	0	0
Dissatisfied	1	2%
Neither satisfied nor dissatisfied	7	17%
Satisfied	8	20%
Very satisfied	8	20%
AVG Score (including half points)	3.98	
Not aware of this benefit	8	20%
Has not used	8	20%

- Quarterly topic-based conference calls for CVC leaders

This question was responded by 40 out of 43 =93%

Very dissatisfied	0	0
Dissatisfied	2	5%
Neither satisfied nor dissatisfied	9	23%
Satisfied	6	15%
Very satisfied	12	30%
AVG Score	3.97	
Not aware of this benefit	2	5%
Has not used	9	23%

- Online access to the Partners Only Website available to all CVC business members

This question was responded by 41 out of 43 =95%

Very dissatisfied	0	0
Dissatisfied	3	7%
Neither satisfied nor dissatisfied	6	15%
Satisfied	10	24%
Very satisfied	9	22%
AVG Score	3.89	
Not aware of this benefit	2	5%
Has not used	11	27%

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- Use of the Points of Light Foundation logo

This question was responded by 41 out of 43 =95%

Very dissatisfied	0	0
Dissatisfied	1	2%
Neither satisfied nor dissatisfied	6	15%
Satisfied	6	15%
Very satisfied	4	10%
AVG Score (including half points)	3.81	
Not aware of this benefit	4	10%
Has not used	19	46%

- Listserv for CVC leaders

This question was responded by 40 out of 43 =93%

Very dissatisfied	0	0
Dissatisfied	2	5%
Neither satisfied nor dissatisfied	4	10%
Satisfied	5	13%
Very satisfied	3	8%
AVG Score	3.64	
Not aware of this benefit	5	13%
Has not used	21	53%

3. The CVC Partners \$100 annual partnership fee:

This question was responded by 38 out of 43 =88%

Too highly priced	5	13%
Fairly priced	19	50%
Bargain	12	32%
Should not exist. Membership should be free.	2	5%

4. The usefulness of CVC Leader News is:

This question was responded by 41 out of 43 =95%

Not useful at all (1)	1	2%
Not very useful (2)	1	2%
Somewhat useful (3)	13	32%
Useful (4)	11	27%
Very useful (5)	6	15%
AVG Score (including half points)	3.65	
Didn't use	8	20%

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5. The value of EVP News designed for your members is:

This question was responded by 40 out of 43 =93%

Not valuable at all (1)	0	0
Not very valuable (2)	2	5%
Somewhat valuable (3)	12	30%
Valuable (4)	8	20%
Very valuable (5)	4	10%
AVG Score (including half points)	3.54	
Didn't use	13	33%

6. CVC technical assistance requests are answered in a timely manner

This question was responded by 41 out of 43 =95%

Strongly disagree (1)	0	0
Disagree (2)	0	0
Neither agree nor disagree (3)	0	0
Agree (4)	2	5%
Strongly agree (5)	16	39%
AVG Score	4.89	
Didn't use	23	56%

7. CVC technical assistance provides quality resources.

This question was responded by 41 out of 43 =95%

Strongly disagree (1)	0	0
Disagree (2)	0	0
Neither agree nor disagree (3)	0	0
Agree (4)	8	20%
Strongly agree (5)	10	24%
AVG Score (including half points)	4.50	
Didn't use	22	54%

8. What improvements would you suggest for the CVC Partners Program?

[see attached]

9. Are there any other services you think the CVC Partners Program should be providing?

[See attached]

Q8. What improvements would you suggest for the CVC Partners Program?

time constraints, so shorter bulletins/newsletters would be good, even if they came more often. Then people are more inclined to read and share.

recaps from the annual meetings would be good. Not all members can make those because of the cost, but they'd love to be able to access the good ideas and information from them.

Logo should be more accessible; there should be a specific section on the website with a pdf or a doc with the logo.

(1) having specific resource info about topics for discussion so that you can conduct a solid roundtable; specific info about what other CVCs are doing with more meat addressing what our BVC should do and why. (2) to find out what nat'l companies are involved in local communities' BVCs. Then you can link up with CVCs around the country better. (3) find out if there are any mandates or company policies that say they expect so many hours of service from their upper management. Then you can approach those companies; POLF should be good at that. (4) resources should be more model-based for BBCs; instead of pure corporate volunteer examples.

Make sure you have some human contact and follow-up. This CVC didn't get anything that was sent out and there was no one from POLF making sure they were listed in the directory correctly or getting the benefits of membership like the newsletters, etc.

I'd like to see the listserv more active, sharing their expertise and experience.

Should be some info the advisory committee for CVCs headed by the lady from Atlanta. There hasn't been follow-up.

strength is that they're a network, but we need to play up networking at every possible step.

They need some technical assistance help with practicalities instead of resources in the abstract.

Difficult to sort through all of the benefits, resources, and services. Lots of stuff coming at them. Should have an overall explanatory document listing all the resources and talking through how to use them, especially for CVCs that have a rotating president every year.

It should take a proactive role with Andy and POLF training group providing specialized topical workshops regionally. Her CVC faces problems aligning employee volunteer program objectives with overall company philanthropic objectives.

CVC cost is a bit prohibitive, and regional trainings would be nice.

Any best practices would be very good.

She would like to know more about what the Partners Program offers its members. Especially, who's in charge when setting up a project, either at the company or at the CVC.

Can't be blanketed; for CVCs that are advanced the information is less useful. There should be multiple levels of information.

She needs to use her time more effectively to take advantage of the program.

Quarterly meeting tapes could be turned into notes and disseminated or recorded.

There's still no great way to share information across the country. She doesn't use the listserv, though.

More outreach to agencies (nonprofits/VCS) that aren't active to see how they could be more active.

Answered 3 on the newsletter questions b/c they weren't effective for his members. He doesn't know if they relate to his members. He'd be to ask his members for feedback on the newsletter effectiveness.

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responsiveness has been good from Reed and others. No problems.

great concept so far. Hasn't been able to take advantage b/c they're relaunching their program in '06, but didn't do much in '05. CVC directory will be very useful.

Stronger partnership b/w POLF & VCs on a national level, feeding back into the CVCs and getting POLF \$\$.

Services aren't "meaningful". The conf calls' subjects were enticing to broaden CVCs appeal to the community, but they offered nothing new. Had potential, but it wasn't realized. Bring in outside experts. They want more substantive info about operation of employee vol programs. That would expand their membership. This is far different that focusing solely on CVC operation itself.

the regular contact was out, so the new person answered the questions. She was unfamiliar with most aspects of the CVC partners program.

Provide a better view of what the listserv can do, and its an underused resource. Make it easy - no passwords.

There's some information overload. Tough to keep up with all of it. Could have a 1-page summary of the things that CVC leaders then pass on.

CVCs come in different shapes and sizes, in terms of level of participants, etc. Have conference calls that are targeted to engage senior-type CVC members. Getting companies to take more initiative is not easy to do.

single out newer folks or new CVCs and offer them some good technical assistance appropriate to them.

More effective communication than the listserv or internet b/c it gets confusing.

Have conference calls once a month instead of quarterly. Note: workshops in DC at the annual conference were excellent.

Super busy professionals. A service for comparison would be helpful, especially stats on employee giving campaigns, companies that offer release time for volunteering, how companies compare on volunteering in the workplace, etc. Some sort of survey on that front.

Shouldn't be fee-based. The priority for VCs is linking with national companies so that should be at the front of whatever CVC Partners does. Once that contact's made, it should be handed off to local CVCs. These national companies need to be educated on what CVCs do, how they can link up with their local markets where they have corporate outlets, and how CVCs can help.

Q9. Are there any other services you think the CVC Partners Program should be providing?

More technical assistance, especially the stuff available on the web. Its been good, but could always use more.

Accessibility to the website should be better - no password would be a good idea.

Need more knowledge on how to create a newsletter. They haven't gotten a lot of the newsletters and would like to see a product from the suggestion early-on of a fill-in-the blank newsletter.

Have more regional mentors for companies and VCs.

It would be nice if they were one name and one logo branded together - a chinese menu approach. Networking BBCs together to link resources together. [interviewer's notes: The CVC Partners Program for this VC was simply another burden for them because they already had a functional BVC that was up and running. They didn't take advantage of many of the services because they didn't need them, which might explain their negativity about the CVC Partners Program]

Would like to see a write-up of some of the most outstanding programs by CVCs around the country, disseminated in a newsletter, etc. Most of the newsletters right now are about what organizations are doing, but those could be built on by adding in what CVCs are specifically doing programatically. E.g., Atlanta did a 100 ways to volunteer from the break room campaign. What were some of those ways?

list of speakers. We want to bring a speaker in for a CVC program and its tough to find appropriate ones within our 4-state area. Affordable but good and nearby to cut through the isolation of some CVCs & VCs.

We need to market the CVC concept more strongly, and position themselves with businesses more intensely. Otherwise a vacuum is left for others.

Should emphasize the listserv more. Could be very useful but people need some sort of spur to actually use it.

continue to have technical resources in print for a discount.

She was very unsure about all the services the CVC Partners program offers. She'd like more communications from CVC Partners on that.

Video connections for training sessions on how to be more effective in teaching members of CVC for their leadership in their own orgs. Some way to get CVC people to own their program. They all spoke of too many commitments in their own orgs.

I'd love to see what others are doing without having to work very hard to do it. And having the ability to access more of the business stuff, esp. for VCs over the web.

Listserve could be a powerful tool, but we need to drive people to that resource.

There should be emails to all Partner members when something new is put on the Partners website. That would notify people & drive them to the website, which is currently underused. Some companies are interested in the regional trainings, but they thought the price was slightly to high. They would like to see more regional trainings. These drew interest, but they just couldn't attend.

A general welcome package would be good to make people aware of all svcs, etc. Lots of good stuff, but not everyone knows about it right off the bat.

Offering experts to go out regionally would be an excellent idea for people to learn more directly.

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Getting benchmarking data and best practices is good, but promoting what works against what doesn't a bit more would be good. Everyone's looking for the magic bullet and they want to hear what's been working elsewhere as often as possible. Ideas as a CVC - how do you recruit, support, and retain - AND as a business for EVPs.

A clear understanding of what the classes are, when and where they'll be offered again, the cost, etc. They need a synopsis of all the classes. Q: Who goes on the road to explain Points of Light's and CVC Partners role to CVCs, etc. Is there a speaker list of some sort? For a fee or for no fee. Perhaps also a calendar shot out once a month about what's going on with the CVC Partners Network.

Have POLF do a presentation at a single CVC, get them feeling special.

online list of companies involved with their CVCs and, if a new company comes on board in one city, it would be nice for other CVCs around the country to know that. Perhaps post that in a notice in a bulletin. Then if Coke in Atlanta came on the ATL CVC and there was a Coke office in St. Louis, then the St. Louis CVC could approach their local Coke office as a warm contact instead of cold.

Type up the notes for the conference calls. And have a regional CVC half-day seminar, bringing lots of CVC leaders together in one location.

Boston College has community involvement education programs - you can get a certificate at the center for corporate-community relations. Possible collaboration there.

Appendix I: Survey technical information

Interview starting date: December 6, 2005
Interview closing date: January 6, 2006

Population database: 45
Total responses: 43
Response rate: 95.6%
Incentives for participants: No



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