

## Inspiring Employers

### Tips for developing your employee governor volunteering scheme



If you have already set up your governance volunteer scheme, congratulations! There are lots of ways your organisation can promote governance as a volunteering and professional development activity with **one or two ideas from the list below**. If you're still in the planning stages, start with our **10 quick steps to setting up a governance volunteer scheme**.

#### 1. Find an internal sponsor

Do you have a board member or director who is genuinely passionate about education, social responsibility or volunteering? Having them launch the programme and put their name to communication about the scheme will get people to sit up and pay attention.

#### 2. Identify advocates

Employees who are already governors are likely to be willing to share their positive experiences with others. If you can find staff who are respected across the organisation, even better. Gather quotes and case studies from them to use in your ongoing communication to staff.

#### 3. Hold a kick-off event

This could be part of a staff briefing or a standalone event. Invite one or two advocates to speak briefly about why they volunteer and how they benefit. You may want to invite a local headteacher to talk about why it's important to have governors with business skills.

#### 4. Conduct a survey

The aim of a survey is to find out who is already a governor and who is interested. If you don't have your own online survey tool, there are free tools available, such as Survey Monkey. If interest isn't as high as you would like, do persevere. Once employees understand the benefits of being a governor, many will want to know more.

#### 6. Share successes and maintain enthusiasm

Once the initial flurry of activity has passed, maintain visibility for the scheme by including regular updates in your existing communication channels. It may take a little

while for some volunteers to be placed with a school, so this will keep them engaged in the meantime. You could feature different volunteers, or ask schools to nominate governors who have made a difference, with a sentence explaining why.

#### 5. Include in your induction pack

Let new employees know about the scheme and that they are invited to participate. You can create your own information sheet or use our **volunteer leaflet**.

#### 7. Build into your appraisal cycle

At the appropriate points in your appraisal cycle, remind managers that skills and experiences gained through governance can form part of performance management and contribute to CPD.

#### 8. Set up an employee engagement network

Once you have a significant number of people participating, arrange a time and location perhaps once a month for them to meet and share experiences. **This case study** shows how one company has done it.

#### 9. Conduct a follow up survey

At your first anniversary, conduct a follow up survey to measure and evaluate success. Ask employees for ideas on how the company can better support them in their role as governors.

#### 10. Need help?

We offer bespoke support, such as presentations or being available to talk to employees. Get in touch on 020 7566 4880 or [enquiries@inspiringgovernance.org](mailto:enquiries@inspiringgovernance.org).