

# ASM Volunteerism Handbook

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A GUIDE TO RECRUITMENT, RECOGNITION AND RETENTION



## Preface

*Although not confirmed by scholars, Theodore Roosevelt apparently stated: “Every man owes a portion of his time and his income to the business or industry in which he earns his living.” Although stated decades ago, the quote still resonates with professionals today. We are obligated to support our profession of materials science and engineering. We are also obligated to guide future generations into the profession working with our successors, inspiring them to continue the spiral of materials innovation for the good of humanity. Going forward, the only amendment to this quote would be to include women! Clearly our view of the work force has changed significantly since the days of Roosevelt, and men and women working together can clearly make a difference, which brings me to my second quote.*

*“Many hands make for a light load.” I’m not sure where this quote surfaced, but it is true. Working as teams within ASM International at any level – chapter, committee, council, or board – we can, together, accept great challenges. By working together no one is overwhelmed by a daunting problem that can probably be transformed into a great opportunity. While joining together, I have observed two benefits result: fellowship and fun. Working together fosters fellowship amongst those bearing the load; a common objective breeds camaraderie.*

*In addition, I have also observed that the teams often enjoy the tasks even to the point of having fun! So, for any major task before you, consider gathering other hands to what might seem like a burdensome load. Not only will the task be accomplished, but also you will have some fun. (We might just keep the fun part away from our bosses!)*

- Mr. Jon Tirpak, 2016 President of ASM International

*Volunteerism is key to the success and longevity of ASM International. Our members drive the organization at all levels from local chapters to our Affiliate Societies to national committees and councils of the organization.*

*Understanding volunteerism is essential to effectively recruit, retain and recognize the volunteers that enable the organization to achieve its goals. Volunteer leaders need to understand how trends in today's family dynamics, work time commitments, use of the internet and social networks and new sources of potential volunteers have changed the way to recruit, retain, engage and recognize our volunteers, as well as the base of potential volunteers. To be able to best leverage volunteerism for ASM International, whether you are a new or long-time volunteer, you need to be familiar with and use the contents of this handbook. To enhance the volunteer experience both for yourself and others, we encourage you to GET INVOLVED!*

*ASM Volunteers can serve at multiple levels, the National level plus at their local Chapter level. We have many great people, and this handbook is designed to help us sustain volunteerism through the sharing of vision, best practices and resources.*

*The Volunteerism Committee will update this handbook as needed, with more great ideas, best practices and resources for Local Chapters and National Committees. You are all invited to participate as a future committee volunteer or just by sending us ideas.*

*Thank you for taking the time to volunteer for ASM!*

- The Volunteerism Committee

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## Recruiting... "Get Them"

How do you find good volunteers? They are all around you, and the ASM Volunteerism survey found that many would serve, but have never been asked.

We have probably all been asked to serve in some volunteer role, whether professional, social or religious without being given a clear idea of the requirements. Which of these two dialogues is more likely to achieve success?

**Leader:** "Are you interested in being the Membership Chair for our Chapter?"

**Potential Volunteer:** "Well I don't know ... what does it involve?"

**Leader:** "Oh, I think it's easy. Maybe you could ask last year's chair."

or

**Leader:** "Are you interested in being the Membership Chair for our Chapter?"

**Potential Volunteer:** "Well I don't know ... what does it involve?"

**Leader:** "Here is a sheet of the objectives, recommended size of the committee, last year's budget, and estimated time required."

Most would say that the second would achieve success. The person doing the asking has a great understanding of the open volunteer position and is able to share these details with potential volunteers.

How can you make these types of conversations easier? **Job Descriptions!**

### Job Descriptions

Take time to define volunteer roles. This will also give you the opportunity to reassessing the roles of current positions. Does everyone agree with the objectives for each position? Perhaps there are differing views on what a committee is supposed to achieve. These differing opinions could be hindering productivity. Think of this as an opportunity to streamline your entire operation, rather than a tedious chore.

Keep in mind that details and direction are good but many enthusiastic volunteers may want to exercise some creativity in their role, so the job description should be a guide, not a strict set of requirements.

Volunteers should have room to make the job their own, for maximum engagement. Many volunteers also need flexibility in their schedules, so they need to know they are allowed to find alternate ways to achieve the objective.

When reviewing or creating job descriptions, consider the job descriptions found on employment websites. Most ads include objectives, tasks, desired candidate experience, and an idea of the benefits. Would you be more likely to apply for a job with a clear description or one simply stating they are looking for a few good people?

### Ideas and Best Practices for Creating Job Descriptions

Detailed, engaging job descriptions build a foundation for recruiting. Potential volunteers will appreciate the opportunity to review opportunities available and select the role which is the best fit for them.

- Create a simple template with information pertinent to every role. Some ideas for what to include:
  - Job title
  - Brief description of the work and objectives of the position

- o Approximate time required
  - Include both meeting attendance and task fulfillment
- o Experience needed – computer skills, budgeting, etc.
- o Suggested tasks
- o Suggested budget
- o How the job fits into the organization as a whole
- Jazz it up with photos, comments on the importance of the job, and the benefits/exposure for the volunteer.
- Indicate if a job can be split between more than one person so that a potential candidate can find a partner if they'd like.
- Incorporate information from Chapter Operations Manuals or similar documents that have descriptions of the committees.
- Ask the current committee chairs or volunteers to complete these templates, as they are serving. This divides the work and allows those closest to the work to describe it. The organization leadership may want to review these to make sure everyone is on the same page.
- Provide contact information for previous job holders, so new volunteers can ask their predecessors for assistance or advice if needed.
- Consider creating multiple, shorter term, job-specific volunteer positions to attract those with time limitations. Once a new volunteer sees the benefits in volunteering, they may be open to accepting a longer term position.

Some basic job description samples from the Chapter Operations Manual can be found below. They provide titles, job descriptions, suggested tasks and objectives, but are missing time commitments and experience.

Each chapter has different requirements, so these can be modified to fit your chapter's volunteer positions.

## **Local Chapter Job Description Samples**

### Chair

- Preside over all Chapter Program Meetings
- Preside over all Executive Committee Meetings
- Appoint Committees
- Delegate Committee Responsibilities
- Coordinate Communications with ASM Headquarters
- Pursue Overall Society Objectives
- Responsible for Reports to ASM Headquarters

### Vice Chair

- Direct Educational, Programming and Membership Activities
- Ex-Officio Chair to all Committees
- Fill in for Chair when required

### Secretary

- Maintain all Chapter records
- Responsible for Meeting Minutes for Chapter
- Maintain all Correspondence
- Annual Report to all Members at Chapter Annual Meeting
- Expedite Members Recognition Program

#### Treasurer

- Gather, Disburse & Manage Chapter Funds
- Submit Monthly Status Reports
- Custodian of Banking and other Securities
- Set up Annual Budget and keep integrity of all finances
- Responsible to supply annual Finance Report to ASM Headquarters
- Maintain accurate records for banking and investments

The Chapter Operations Manual is a great resource for Committee and Sub Committee positions that can enhance the chapter activities. Synergy is a valuable resource, so the more volunteers committing to even a small part of your program, the better. This document can be found on your chapter's executive committee workspace.

### **Volunteer Champion**

Every chapter has issues with volunteerism from time to time. Some chapters have little corporate diversity. Some chapters must recycle volunteers to keep positions filled. Do you have committees of one? Are duties unclear and have little recognition. But, do you have one activity that is easy to staff? Every chapter has that one thing that sparks your volunteers and you need to use that.

The Peoria Chapter had these problems, and they took a systems approach to address this and set out on a project to improve the health and success of their chapter. They created a "Volunteerism Champion." We all have one, but few of us have a name for it. The Peoria Chapter implemented the best practices in the Volunteerism Handbook to create this now permanent position in their chapter. The Volunteerism Champion is just that – a champion for volunteerism. This person is a coach and mentor that is able to assist in the recognition and identification of current and potential volunteers in your chapter. This is the perfect position for an experienced Chapter volunteer, who may be interested in a new role motivating others. The Peoria Chapter is already benefiting from their Champion. How about you?"

#### **Ideas and Best Practices for Volunteer Champion:**

- The Champion serves on and coaches any committees that have an important role in assuring strong volunteerism.
- The Volunteerism Champion will work with the Officers to create a succession plan for the Executive Committee and Committee Chairs, to avoid recycling the same volunteers.
- The Champion will help the Nominating Committee in assuring we recognize dedicated volunteers with nominations for National Awards.
- The Champion will also continually help in documenting job descriptions and time commitments, and coaching Committees to utilize volunteers for smaller roles.

### **Publicizing Opportunity**

Another Volunteerism Survey finding was that people were not aware of the volunteer opportunities available. While some may go looking and ask, most individuals are busy. Successfully recruiting volunteers requires making potential opportunities highly visible and attractive.

In our Focus Group studies, we also found that opportunities at the National Level are not well known nor publicized at the Local Chapter level.

The ASM International website has a landing page to post positions for which volunteers are being sought. Local Chapters, Affiliate Societies and International Committees are also contacted via EMAIL, and asked to provide their open positions and job descriptions for inclusion on this page. The ASM Staff will post these, and connect the responding volunteers to the corresponding Chapter or Committee. The website also has an area for potential volunteers to enter their name and interests as they seek opportunities for volunteerism. The ASM staff will let Local Chapters, Affiliate Societies and Committees & Councils know when there is a good match for their needs resulting from these submissions.

ASM International ASM Store ASM Foundation College & University Become a member Log In Cart

**ASM INTERNATIONAL** Search terms

Home About **Membership & Committees** Societies & Chapters Events Education Online Databases & Journals Store News & Magazines

Home / Membership & Committees / Volunteering / Volunteer Interest Form

### VOLUNTEER INTEREST FORM /

**ASM is member-driven**

*We are continually searching for motivated and qualified members to serve as volunteers. We sincerely appreciate you taking the time to complete this form, as well as your interest in volunteering with ASM International. For further questions please contact [volunteer@asminternational.org](mailto:volunteer@asminternational.org) or call us at 440-338-5151 ext 5651.*

\*First Name:

\*Last Name:

\*Company/Affiliation:

\*Title:

\*Address 1

Address 2

Address 3

\*City

\*State / Province: **Please Select**

\*Zip / Postal Code

\*Country: **Please Select**

### Ideas and Best Practices for Publicizing Opportunities

- Post both local and national job Descriptions on your Local Chapter Website
- On the Local Chapter Website, include a link to the ASM International Website location for volunteer opportunities
- At a spring Local Chapter meeting, have a short recruiting segment to explain volunteer opportunities, share the job descriptions, and ask for candidates
- Create an EMAIL for the entire Local Chapter mailing list, that explains opportunities and asks for volunteers
- National Committees can create a summary of their current opportunities, and distribute this list through to Local Chapter Leaders
- Local Chapters can create a "coffee talk" at a technical meeting, featuring someone who served at the National level
- Make it clear if the job can be done remotely, or if attending meetings in person is required. Be creative and more open to allowing a person to work remotely to accommodate potential volunteer time constraints and travel restrictions.

- Although publicity is important for connecting volunteers and volunteer opportunities at the local and national level, the most effective method for recruiting and connecting volunteers is still one-on-one personal interaction

## Resources for Volunteer Publicity

- ASM International Website location for [current volunteer opportunities](#)
- ["Get Involved"](#) information on ASM Website
- [Volunteer Sign Up](#) form on ASM Website
- [List of ASM Affiliate Committees \(Electronic Device Failure Analysis, Heat Treating, Thermal Spray, Shape Memory and Superelastic Technologies\)](#)
- List of [ASM National Level Committees](#) (Chapter Council, Handbook, Materials and Processes for Medical Devices...and many more!)

## Motivation

Volunteers join for a variety of reasons. Some are motivated by the greater cause and they want to give back to the organization that helped them. Others are motivated by the social aspect, the opportunity to discover hidden talents or build new skills, camaraderie and teamwork.

Recommended best practices for motivating volunteers:

Understand what motivates each individual volunteer and highlight the specific benefits of volunteering for ASM that may be important to that individual.

- An opportunity to gain professional experience, and develop leadership skills....show how they can execute through others that do not directly report to him or her
- Volunteer roles are good avenues for visibility. Many employers see these outside work activities as evidence of a higher achiever.
- Make valuable contacts and expand professional network.
- Build resume. For example, "Member of ASM International" is good but "Active Volunteer with ASM International" is much better.

## Personal Recruitment

Survey respondents, when we asked how they first became interested in volunteering;

- 42% said they were asked by another member,
- 11% sought the position on their own,
- 6% became aware through formal communication channels.

The results of this survey suggest that it is the personal request for help that is the most successful.

While it is recommended that each chapter have its own list of tasks routinely associated with any specific position, just having a description available for viewing does not entice any one into action. What is missing is the perceived need to fill the position and the invitation to do so without criticism and with

support from someone that already has filled the position and/or is willing to help the new volunteer become accustomed to the position and let them make it their own.

“...but, we have good job descriptions and we’ve posted and emailed them to all our members! Yet, no one has responded.” Sound familiar? Ask what was missing.

Recommended best practices for personal recruitment typically include:

- Have executive committee members actively initiate conversations with all members and especially any prospective volunteers.
- Capitalize on any professional relationships or interests that may already exist, especially when someone on the Executive Committee already knows them or if they are part of a small group, e.g., the same employer or academic institution.
- Extend a personal invitation to the volunteer to experience an Executive Committee meeting and meet other Executive Committee members and get the real feel of the organization.
- Introduce the possibility to volunteer in a specific capacity and provide as much information, guidance and assure the volunteer that assistance is always available.
- Highlight their talent that they can bring to the local ASM Chapter, the opportunity for personal growth and opportunity to serve on other committees/positions at other levels within ASM.

We all know this is going to take some “selling”. With the structure, experience from best practices and awareness in place, it will be easy.

## **Talent Alignment**

Sustainable success of a volunteer organization requires more than simply a good strategy and leadership. It requires leaders to align the capability and commitment of the individual volunteers with the strategies of both ASM International and its committees. The talent alignment process has been used as a tool to accomplish this goal. Talent Alignment enables organizations to link individual performance with organization strategy by carefully evaluating the skills, “can do” attitude and time availability of the volunteer. This process requires that the leaders of committees communicate to potential volunteers with clear objectives, outcomes and time commitment to ensure success. A list of Best Practices is given below to help in implementing talent alignment.

### **Best Practices for Talent Alignment**

- Use the Nominating Committee to think about Committee Chairs with the right talents.
- Hold a short training session for Committee Chairs to think about talent alignment, as they select their committees.
- Ask the current Chapter or Committee Leaders to talk to attendees at meetings, conferences or other events, with the purpose of understanding talents and interests for future volunteer opportunities.
- Go outside the current Committee to solicit volunteers for short-term assignments where they can contribute without the longer-term Committee commitment. Get to know the short-term volunteer’s special abilities for potential matching with a future longer-term position.
- Give new volunteers small assignments at first, before overwhelming them with a large job. As confidence is built, assign more challenging tasks and responsibilities.
- If work commitments of volunteers change during the year, work with them to accommodate the changes before re-assigning the committee positions. Reaching out to a volunteer in stressful times will develop loyalty to the organization in the future.

## **Retention... "Keep Them"**

How do we keep those valuable and precious volunteers? We need many techniques, and the soft skills are more important than the hard skills. Some studies have reported that the number one reason that volunteers quit is due to hurt feelings.

In our Focus Groups, one participant summed it up: **"Volunteerism must come from the heart"**. People volunteer because they WANT to, not necessarily for pay or rewards. They feel a higher purpose, and want to contribute. If this want is already there, we must nurture it.

## **Mentoring**

"Coaching is 90% attitude and 10% technique."

The strength and wellbeing of our society depends on the volunteers that we have working for us in the future. There is no better way to ensure success than by preparing new volunteers to fill key roles in the society when we are gone. A mentoring program can serve a multitude of purposes, from increasing involvement, passing on knowledge and fostering interpersonal relationships in the society.

Mentoring is so important to Society excellence, that ASM International has formalized expectations of Professional Board Members in mentoring Student Board members. The ASM Board of Trustees added a student member years ago, for diverse perspectives and succession planning. Each year, one Trustee is selected to be an official mentor to the student board member. Suggestions are included in a document "ASM Board of Trustee Mentor Guidelines", such as:

- officially welcome the Student Board member at the start of his/her term
- personal introductions to other Board members at meetings
- encourage their input at meetings
- assist the Student Board member with activities and networking at the annual MS&T Event

Your Chapter, Committee, Council or Affiliate society may want to formalize some coaching roles that are deemed critical to success.

## **Ideas and Best Practices for Mentoring**

- A mentor is not a role for just anyone... It is imperative to select mentors that: are highly experienced, promote a strong professional relationship with the mentee, and are also able to benefit from the mentoring program as well. A good mentor must reach out to their mentee and challenge them to achieve more while maintaining their own volunteerism responsibilities. This is not a mission for the faint of heart.
- Find a common ground. Matching mentors to mentees depends more on aptitudes than demographics. Realize what the mentee needs to learn and what the mentor has to teach.
- Have a structured goal for the outcome of the mentor program. It is easy to flounder and become ineffective without direction.
- Develop a formal mentoring program where new chapter and committee members are teamed with veterans in order to boost volunteerism and involvement for newcomers.
- Give frequent feedback. Let the volunteers know how their work is appreciated, and what needs to be done if they are not doing it (do this privately).
- Develop accountability from the beginning. Ensuring that your volunteers see that all are working to achieve the goals is a motivation to the others on the team.

- If you are a leader, make yourself available to the volunteers, and ensure that they know they can contact you with any issue.
- Ask questions, so the volunteer can get comfortable finding answers for himself/herself
- Be generous with praise
- Enlist others to assist you in the mentoring process. You do not have to be an expert in all things. Ask for assistance to keep the volunteer/mentee engaged.
- Incorporate students into your committees and activities to give them a taste of volunteerism and to model volunteerism.

## Resources for Mentoring Volunteers

- [ASM Board of Trustee Mentor Guidelines](#)
- Review all the ideas in the "Motivation" section of this handbook...they are equally important to volunteer recruiting AND retention.

## Succession Planning

Many successful business and organizations practice succession planning, to assure a pipeline of talent for specific jobs. One goal is to get an individual experience in many functional areas, so they can best manage the entire effort in the future. Depending on the job, another goal may be to develop deep expertise in a particular subject.

The people succession plan is just one aspect of assuring a smooth running organization for years to come. Another aspect to keep in mind is the training and documents needed to perform the job.

Therefore, succession planning may also require some organizational effort to house needed documents, hold formal transition and training events, and retain the outgoing volunteer for some consultation.

### Ideas and Best Practices for Succession Planning

- Develop a co-chair committee structure, where a volunteer serves for two years, with one rolling off each year. The veteran can keep the committee on task, and the new co-chair can learn the ropes and take the lead role the following year.
- Add "Succession Planning" to the role of the "Long Range Planning" committee, so they are not only thinking about long term goals, but the talent needed to achieve those goals.
- Assure all committee chairs understand the requirement that they prepare a "document kit" to hand off to their successor.
- Maintain a digital space to provide easy access to key and historical documents.
- ASM national committees/councils practice a rotation of 1/3 new members appointed annually as outlined in the ASM Rules for Government.
- Balance your committee with equal numbers of veteran, mid-term and new members so succession and transition flows easier and maintains institutional memory.
- Utilize a Volunteer Champion for your committee to actively identify and encourage potential candidates. (Refer to Section on Volunteer Champions)
- Consider the incorporation of students into your committees and leadership positions.

## Resources for Succession Planning

- [ASM Rules for Government](#)

## **Redirecting Volunteers**

Have you ever had a chapter volunteer that loved their job so much, they offer to do it year after year? In some cases that is great, we get a seasoned veteran that knows what to do. Their experience can help make necessary improvements year-to-year and there is no need to cajole a new volunteer to take that role. It also might result in stagnation, however, and difficulty in recruiting committee members because the leader has a "my way or the highway" outlook that could turn-off the interested volunteer pool.

Alternatively, some volunteers never "got it" and think that volunteer commitments are "maybe if I have enough spare time" commitments. These volunteers not only hinder the work that needs to be done, but they can also affect the attitude of their fellow volunteers! If you are in a leadership position, you need to actively manage your volunteers. You may need to release some and re-recruit to keep your team efforts productive. You can frame this as a need for fresh ideas, which any volunteer should understand.

### **Ideas and Best Practices for Redirecting Volunteers**

- Give volunteer feedback on his or her performance in a private setting.
- Be sure to enforce your rules and keep the standards high.
- In cases where performance doesn't improve suggest they a take time out and come back as a volunteer another time.
- Find a job that the volunteer is more suited for
- Team the volunteer with a mentor or helper to assist with execution of responsibilities, or compliment strengths and weaknesses
- Use time limits on assignments, to help drive change and fresh ideas.

### **Resources for Redirecting Volunteers**

- THE NEW BREED – Understanding & Equipping the 21st Century Volunteer  
(Copyright 2007 Jonathan McKee and Thomas McKee)  
Chapter 8: Managing or Canning High-Maintenance Volunteers – Performance Coaching the Volunteer from Hell

## **Transitioning Students to Volunteers**

Students are an often overlooked demographic for potential volunteers due to their varying schedules and unreliability. Volunteering will help students feel involved, give them a nice resume boost, and give them an attachment to ASM that can't be replicated any other way. To combat the unreliability of on-the-move students, give them short term volunteer positions at each meeting, like door greeter, AV setup, or treasurer's assistant (to help collect meeting fees).

If you have students requesting more involved positions, having a student on a chapter's executive committee in a special position (like "Student Trustee") can be a great way to get a student perspective and plan activities that will be appealing to students. The president from the local Material Advantage chapter is a good resource to either fill this position or suggest another student to.

When you need many short term volunteers, for Materials Camps for example, getting the faculty from the local materials departments involved can assist in getting the manpower. Having faculty involved in the executive committee of the local chapter can help with greater student involvement. The faculty can recruit students for short-term positions, spread the word about opportunities, and identify students as possible executive-level volunteers.

At a committee level, recruiting volunteers during industry events, like MS&T, is a great way to find students that are already very involved. Going to get-togethers and networking opportunities aimed at

students during large events allows you to meet students that may have interest in the committee. Talk about your committee and associated opportunities, then follow up with them after the event so they remember your conversation. When the time comes to renew your roster, you will already have a student member in mind.

As students transition to emerging professionals, we know that recruitment to the professional ranks of ASM is important. The first step is having a conversation with students BEFORE they graduate. Find out where they'll be working, whether they'll still be in your district, what their goals are, and the kind of work they'll be doing. Knowing this kind of information makes it easier to explain the benefits and possibilities of being an ASM volunteer. Asking students at March/April/May meetings to give the chapter their new contact information and any volunteer interest can also make it easier to find these potential volunteers after they move.

Simply asking an emerging professional face-to-face is still the best method for volunteer recruitment at this level. Alternatively, sending out requests for volunteers in email newsletters can be a good tool with emerging professionals. Email requests that ask for interested parties may generate more interest than a simple request for volunteers, as the respondents will have time to ask questions and think about the opportunity before making a commitment.

During the transition from student to emerging professional, there is often a hesitation due to the time commitment and insecurity about employer support. Clear, accurate job descriptions can help calm these fears.

Remember, emerging professionals are still building up their resumes and trying to get experience. Volunteering for ASM is a great way to get leadership experience, a resume boost, and network with industry professionals. Highlighting these advantages is the best way to get young volunteers.

## **Recognition**

Volunteers are seldom paid; not because they're worthless, but because they're PRICELESS!

No one signs up for a volunteer position in order to seek recognition. Some even shy away from recognition for their achievements but, this recognition does help to keep our volunteers coming back. Research has shown that various formal and informal recognition programs are capable of enhancing engagement, productivity and retention. The best part is that recognition doesn't need to be expensive or time consuming to be effective. In many cases a simple card or a "thank you can suffice." Now is that too much to ask?

### **Ideas and Best Practices for Recognition**

- Be aware of what motivates your volunteers. Not everyone is motivated by the same thing, so be sensitive and aware of what motivates them and incorporate that in your dealings with each individual member. Everyone has a differing perception regarding recognition they will accept or deserve. This often depends on how far they have extended themselves so it is important as a leader to check in with them from time to time, just to see how they are doing. Do not abandon them once they have accepted the position.
- Awards and Acknowledgements – ASM International has a number of awards to offer volunteers of every type. From plaques that recognize long-term service to the society to pins and personalized certificates to recognize the smallest of efforts. These awards are available on a chapter and society level.
  - A cost effective certificate is being used by the Detroit local chapter for recognition of members, scholarships etc.
  - These certificates can be customized by obtaining a special embosser (around 2 ¼" desktop version) with chapter name and date the chapter founded.

- o Gold foiled embossed seals can be created by affixing gold seals along with the embosser to the printed certificate
- o The Chicago and Oak Ridge Chapters have engaged a trophy maker for awards that go above and beyond for the local level than what is available through the Society
- ASM Points are now available for society volunteers that serve in a variety of formal positions.
- ASM also has specific awards to recognize our most outstanding volunteers:
  - o Allan Ray Putnam Service Award
  - o Silver Medal
- Sometimes the best touch is a personal touch. A simple thank you card after a big project is completed or a “pat on the back” can convey your appreciation with a sincerity that isn’t demonstrated with formal awards.
- At the end of the job, send an EMAIL or letter to the volunteer’s supervisor, or student’s advisor letting them know of the great job their employee or student has done.
- Recognize a different volunteer each month, in a Chapter Newsletter.
- Thank the families of volunteers, especially if they are student members. Often even the parents and sometimes advisors are unaware of their participation. One can even invite family members to local Chapter meetings to be present or recognized with the volunteer.
- Remind volunteers to mention their role on their Resume (especially Advantage Club members), Job Performance Review, or other documents.
- Offer to write a Letter of Recommendation for Advantage Club member volunteers and for other members if one is ever needed.
- Chapter Volunteer Honor Roll
- Volunteer Profiles in AM&P
- Recognize each other....recognition is not just a role for leaders!

## **Metrics**

Someone famous once said, ‘You can’t manage what you can’t measure’ and that adage is appropriate today with volunteer management.

For volunteerism, each organization should determine what metrics they would like to measure and how they will do it. While each will be unique, there are some commonalities like achieving total target number of volunteers and engagement of new volunteers.

### **Ideas and Best Practices for Measuring Volunteerism**

- Establish master list of positions needed to fill chapter objectives.
  - o Identify the number of volunteers needed to get the task done and break these into committees, sub committees and committee members.
  - o Measure the percentage of positions filled.
- For local Chapters, use your Membership list and calculate the percentage of members who volunteer, even for very small roles....every little bit counts.
- Set a goal to recruit some number of new volunteers each year.
- Measure the number or percentage of volunteers who "re-up", and continue to want to serve and take on new assignments.

The AMS Volunteerism Committee is continuing to gather and organize best practices and ideas to make volunteering with ASM a fulfilling experience our volunteers. If you have any questions or suggestions please email the Volunteerism Committee at [Volunteer@asminternational.org](mailto:Volunteer@asminternational.org).

## APPENDIX I

### ASM International Committee Listing

**AeroMat Organizing Committee** - brings together the generators and users of information to meet the needs of ASM members as it relates to the global aerospace community by providing vision, leadership and resources for technical programming at ASM; primarily AeroMat.

**Alloy Phase Diagrams Committee** - oversees and guides ASM's involvement in alloy phase diagram data activities.

**AM&P Editorial Committee** - advises the editors in selecting article topics of greatest interest to ASM members, and suggests authors and sources of information for the magazine.

**ASM MS&T Programming Committee** - provides vision, leadership and resources for technical programming at ASM; primarily MS&T, coordinates technical content between affiliate societies, contribute new program and service ideas.

**ASM & TMS Joint Commission on Metallurgical and Materials Transactions** - makes policy decisions with respect to the technical content and editorial direction of *Metallurgical and Materials Transactions*. It provides direction regarding the appropriate scope of coverage, determines methods for selection of articles for publication in the journals, maintains continual surveillance of the quality of technical content, reviews the performance of the editorial staff/office, and refers recommendations to the ASM International and TMS Boards of Directors as may be appropriate.

**Awards Policy Committee** - recommends to the Board the awards policy of the Society and is responsible for the awards activity of the Society.

**Canada Council Committee** - fosters Canadian identity, communicates with all Canadian chapters, and promotes services and technology in Canada.

**Chapter Council** is responsible for chapter policy and governance. They serve as a liaison between the Chapters, Headquarters, the Committees and Councils, the ASM Foundation and the Board of Trustees. They review chapter annual reports, request for rejuvenation, mergers and dissolution and funding proposals related to chapter activities. They guide and manage the execution of the Leadership Days and any Chapter related training objectives.

**College and University Committee** – identifies the needs of members and from those needs develops programs and processes that will promote the use of ASM products and services in the academic community by providing better value than competing alternatives, serving the needs of students, faculty, staff and administrators in the field of materials science and engineering and related disciplines.

**Content Committee** - proactively generates more Materials Information through content acquisition and development activities aligned with the Strategic Plan across all ASM & Affiliate Committees.

**Education Committee** - defines, develops, tests, delivers, evaluates and markets educational, training, and professional development programs, products, services and outreach opportunities that provide value to ASM members, enable the society to cultivate new members, and grow revenues.

**Emerging Professional Committee** - provides an opportunity for the early career demographic to be involved with the inner workings of ASM International and provides a defined path for ASM to seamlessly transition from one generation of volunteers to the next.

**Emerging Technology Awareness Committee** - advises and alerts the Board of Trustees, New Products and Services Committee, Technical Programming Committee, and ASM membership of emerging technologies, as well as global trends and developments in materials, commerce, government, societal perceptions, and education that may have significant impact on the ASM membership or society operations.

**Finance Committee** - supervises the financial affairs of the Society under the direction of and with the approval of the Board.

**Handbook Committee** - ensures handbooks are current, accurate, complete and easy to use; provides technical, administration recommendations to Editorial staff; provides broad policy guidance pertaining to all aspects of handbook.

**India Council** - fosters an Indian identity within ASM and serves the particular interests of the Indian members of ASM without conflict with the international position of ASM. The India Council shall support the ASM Strategic Plan and be accountable and responsible for those strategic actions which fall within the purview of the council. It shall also be the responsibility of the council to contribute new program and service ideas that support the Strategic Plan.

**International Materials Review Committee** – suggests suitable review topics and authors, commission those approved by the Committee, provides technical review of submitted manuscripts, and approves final manuscripts for publication.

**Investment Committee and ASM Materials Education Foundation Investment Committee** - supervises the investment portfolio and the real estate holdings for the Society.

**Journal of Materials Engineering Performance Committee** - identifies trends in the application of materials to engineered systems and testing of materials performance, maintain surveillance of the publication and recommend changes.

**Materials and Processes for Medical Devices Committee** - assesses the need for materials property information such as alloy designations, compositions, physical and mechanical property information and oversees the development of data publications.

**Materials Properties Database Committee** - assesses the need for materials property information such as alloy designations, compositions, physical and mechanical property information; oversees the development of data publications; fosters the development of an integrated system for storage and retrieval of material property data for media independent delivery; and encourages and assists in the distribution of material property information to the engineering community.

**Membership Committee** - provides strategic guidance to the marketing of memberships in the Society and weighs the membership value proposition and resulting products and services.

**New Products and Services Committee** - ensures that ASM International follows sound practices in its new product development activities, from conceptualization to commercialization.

**Technical Book Committee** - fosters the development of excellence in technical areas, suggests subjects and authors, and recommends improvements in the published works.

**Volunteerism Committee** - identifies the needs of volunteers and creates programs to improve existing processes that will promote volunteerism in the Affiliate Societies, Chapters, National Councils and Committees and in ASM overall.

**Web Committee** - guides and champions ASM's web strategy and development to meet current and future member needs, affiliate societies and the technical community.

**Women in Materials Engineering Committee** - focuses on providing women-specific programming including networking opportunities, and guidance for mentoring, leadership, career development, and retention of women engineers.

<http://www.asminternational.org/membership/leadership/society-committees-listings>

## APPENDIX II

### **Opportunities at the International Level**

There are 20-30 different National committees that an individual might consider to be part of. Each has their own objectives but all support the ASM Strategic Plan.

Each committee is listed with a small sampling of what is required. Check out the "Resources" links at the end of this section, for detailed information.

The first and foremost qualification to any of the below committees is that you are a current member of ASM International, and have a strong desire to make a difference while networking with other members.

#### **Opportunities with Affiliate Societies**

ASM International has five Affiliate Societies:

- Electronic Device Failure Analysis Society (EDFAS)
- Heat Treating Society (HTS)
- International Metallographic Society (IMS)
- International Organization on Shape Memory and Superelastic Technologies Society (SMST)
- Thermal Spray Society (TSS)
- Failure Analysis Committee

Within each Affiliate Society, there are also sub-committees. An example is shown from the Thermal Spray Society:

##### Accepted Practices Committee on Mechanical Properties

- Develop and make known practices of various elements of thermal spray technology. Includes collection, evaluation and generate useful accepted practices.

##### Accepted Practices Committee on Metallography

- Recommend best practices for the metallographic preparation of thermal spray coatings.

##### Accepted Practices Committee on Mechanical Testing

- Review existing mechanical testing procedures to ensure that these tests provide accurate and reliable data pertaining to the properties to thermal spray coatings.

##### Awards Committee

- Recommend to the Board the awards policy of the Society and responsible for the awards activity.

##### Membership, Marketing and Outreach Committee

- Develop an overall marketing and pricing strategy resulting in a product and service concept and public relations programs to enhance the image of the thermal spray industry.
- Also responsible for membership growth, member satisfaction and implementing programs in cooperation with other committees.

##### Journal of Thermal Spray Technology Committee

- Identify major trends and development in thermal spray technology and aid the JTST editor in manuscript acquisitions and continue surveillance of the publication for technical quality, relevancy and fulfillment of stated scope.

##### Program Committee

- Provide the leading forum for the exchange of information in the thermal spray community via technical programs, proceedings and expositions and to provide incentives for excellence in the research, development and commercial fields of thermal spray through appropriate awards and other means of recognition.

#### Safety Committee

- Develop and make known practices of various element of thermal spray technology that includes collection of information, evaluation and generation of useful accepted practices.

#### Training Committee

- Develop, deliver and support training programs that will best serve the needs of the thermal spray industry.

#### Certification Committee

- Establish an industry certification program

<http://www.asminternational.org/membership/leadership/affiliate-committees>

## APPENDIX III

### **Materials Camp Overview**

ASM International promotes and supports Materials Camps at both the national and the local level. Camps are offered at no cost for students at the national level (targeted at high school level students) through the ASM Materials Education Foundation and at the local level (targeting high school level and below depending on the individual camp) through local ASM Chapters. Information on the national student materials camp can be found at [ASM International Student Materials Camps](#). A list of local student materials camps can be found [online](#).

In addition to student camps, ASM also offers Teacher Materials Camps ([Teacher Materials Camps](#)) targeted at educators interested in incorporating materials science into their math and science curriculum. Camps are offered around the country with locations and times listed on the ASM International website at [Teachers Camp Schedule](#).

These camps not only offer an opportunity to recruit and train our future members, but also provide a great opportunity for volunteerism. Camps are often organized and staffed by local chapter volunteers and offer opportunities to recruit volunteers from Materials Advantage Chapters at nearby Universities, as well as students from local high schools. Organizing an ASM Materials Camp Student Camp or Teachers Camp is a tremendously satisfying experience for those who volunteer their time and creativity. Volunteers from such programs are also well trained to take material science into local schools at all levels (elementary through college).

Additional information regarding volunteer opportunities and direction (including best practices and organizational plans) for Materials Camps can be found on the ASM International website at the [Materials Camp Volunteers](#) web page.

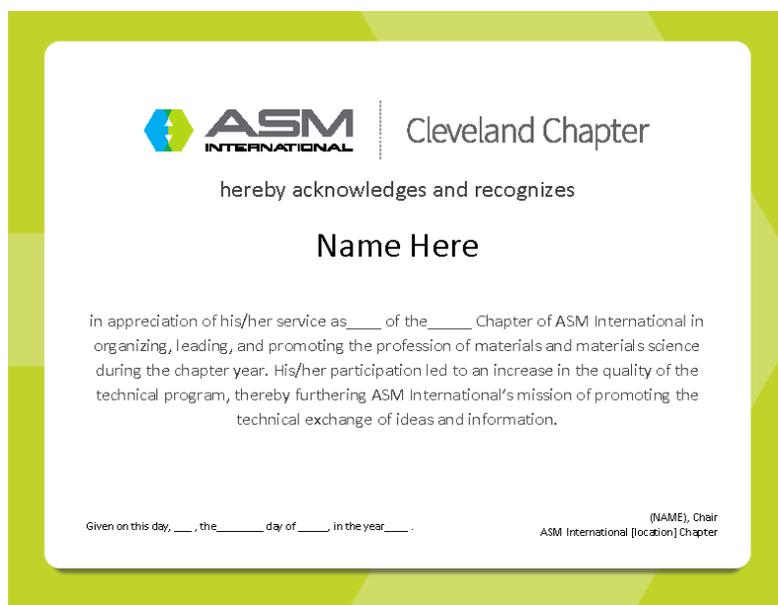
Appendix IV

**List of available ASM awards for volunteerism**

<b>ASM Volunteer Recognition</b>			
<b>Recognition</b>	<b>Purpose</b>	<b>Where</b>	<b>Award Item</b>
<b>Allan Ray Putnam Service Award</b>	To recognize those individuals whose contributions have been especially noteworthy and to whom the Society owes a particularly great debt of appreciation.	Award Dinner/ MS&T	Crystal Award
<b>Committee/ Council Chair Story</b>	To recognize those individuals who will be chairing ASM committees and councils.	ASM News January and February	Article highlights those volunteers who are leading ASM's committees and councils. A similar article is done for Affiliate Society leaders.
<b>Committee/ Council Chair Recognition</b>	To recognize those individuals who will be chairing ASM committees and councils.	MS&T	Presentation of Chair tie/scarf
<b>Committee/ Council Member Recognition</b>	To thank Committee and Council Members for their service to ASM.	MS&T	Complimentary Lunch for ASM committee and council attendees.
<b>ASM Chapter Awards Program</b>	To recognize Chapters for their efforts in the areas of Membership, Outreach, Engagement, Communications and Programming.	Leadership Days	Certificate and Monetary Awards
<b>Chapter Level Recognition</b>			
	To recognize Past Chair, Appreciation Award, Individual Member Award, Chapter Sustaining Members, Lecturer, etc.	Chapter Meetings	
	To recognize Membership, Metallurgical Engineering, Scholarships, Young Member, etc.	Chapter Meetings	
	To recognize Chapter Presidents, Past Chapter Chairmen, Young Members and Years of Membership	Chapter Meetings	

<b>Chapter Appreciation Night</b>	To recognize Door Greeters, Volunteers in the Chapter newsletters.		
<b>Thank You Letter to Volunteer's Manager</b>	Letter to a volunteer's manager thanking them for allowing their staff to volunteer for ASM.		Letter
<b>ASM Points</b>	Volunteers earn points based on their level of volunteer activities.		Points
<b>Chapter Volunteer Honor Roll</b>	Recognition of that one Chapter member/leader who has gone beyond Chapter expectations.		ASM News in August AM&P Magazine
<b>Volunteer Profile Article</b>	These articles provide a place for volunteers to share their ASM journey.		Monthly Article in ASM News in AM&P Magazine
<b>National Volunteer Day/Recognition</b>	Thank you letter from ASM President to volunteers		
<b>MVP Award</b>	A unique ASM micrograph tie presented to volunteers who have made an impact or positive change relative to chapter activities, committees, councils, products, services, etc. Tie is NOT sold but given only to volunteers.		Tie / Scarf

For more information on recognition items, visit the Chapter Executive Committee Workspace by logging into your ASM account [online](#).



## APPENDIX V

### **Volunteerism Reference Books**

To learn more about volunteerism, please consider the following references:

- The Decision to Volunteer: Why People Give Their Time and How You Can Engage Them  
Beth Gazley and Monica Dignam; 2001, ASAE
- THE NEW BREED – Understanding & Equipping the 21st Century Volunteer  
Jonathan McKee and Thomas W. McKee; 2007, Group Publishing
- The Volunteer Management Handbook  
Tracy Daniel Coners; 2001; ASAE