



Customer Experience:

Connecting Volunteers to the Missouri Department of Conservation

Opportunity Statement:

Streamlining the process to connect potential volunteers with Missouri Department of Conservation (MDC) opportunities.

Data Gathering:

- Our team members assumed various situational roles to contact MDC about applying to volunteer for different opportunities across the state.
- We interviewed a current and former volunteer about their journeys to become volunteers.

Observations:

- Volunteer opportunities are often organized by center name or county rather than by city or town, making it challenging for people to find opportunities close to home.
- The phone numbers provided for volunteer inquiries often led to recorded messages or connected us with staff who were unfamiliar with available opportunities. This frequently resulted in volunteers being redirected back to the website.
- Volunteer listings often lack critical details, such as the required commitment, whether there are mandatory meetings, and prescribed screening process.

Recommendations:

- Interactive Regional Map: Create an interactive map of Missouri on the MDC website that allows users to easily find volunteer opportunities in their area.
- Volunteer Interest Form: Implement a simple online form or survey to streamline recruitment by collecting essential information about a volunteer's skills, interests, and availability. This would help MDC more effectively match volunteers with suitable roles.
- Dedicated Phone Line: Establish a single, dedicated phone number for volunteer inquiries, staffed by a team of people who are knowledgeable about the statewide volunteer program and opportunities.
- Standardized Listings: Standardize the format for all volunteer opportunity listings to include clear details about location, time commitment, and mandatory meetings.

Goals and Objectives:

- Increase Volunteer Engagement: Increase in volunteer sign-ups by launching these recommendations.
- Improve User Experience: Clarify the process and reduce the average time it takes for a user to find and apply for a volunteer opportunity.
- Create Volunteer Database: Information gathered from online form becomes a resource when opportunities arise to provide quality of fit for specific volunteer tasks.
- Enhance Accessibility: Ensure the website is fully accessible to users with disabilities, complying with ADA standards.

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