



WSU EXTENSION

**Division of Governmental
Studies and Services**

WSU Community Engagement Survey

Final Report, September 13, 2022

Introduction

The Division of Governmental Studies and Services was contacted by the WSU Center for Civic Engagement (CCE) to conduct a survey of WSU community partners to better understand perceptions of working with WSU volunteers in community engagement. DGSS is a research and outreach unit within WSU Extension with over 50 years of applied research experience. DGSS researchers previously worked with CCE to implement the 2020 Community Partners survey and DGS researchers and CCE staff worked collaboratively to update the previous survey for implementation in 2022. This included changing the survey to focus on work with “WSU volunteers” rather than specifically “WSU students” as volunteers better encompasses the variety of WSU affiliated individuals who engage in these partnerships. In what follows, we present the results of the survey.

Methods

The online survey was distributed in June of 2022 to organizations that have a history of partnering with WSU. Non-probability sampling was utilized to allow all organizations that have worked with WSU in community engagement the opportunity to participate.

The Center for Civic Engagement sent an email invitation to participate in the survey to their mail list of 1,620 community organizations. Of these 1,620 contacts, thirty-two were undeliverable. A total of 122 organizations completed or nearly completed the survey (completed at least 60% of the survey) for a response rate of 7.7%.¹

¹ After the initial invitation email, it was discovered that the initial mailing list included WSU organizations. As this survey was focused on non-WSU community organizations, this was corrected in subsequent mailings. However, fourteen WSU organizations responded to the survey. For the purposes of this analysis, these organizations were removed from the analysis.

Analysis

Organization Demographics

The vast majority of responding organizations primarily served Washington State (91.8%, 112). Most organizations that completed the survey were local non-profit organizations (54.1%, 66) and served the general population (64.8%, 79). Organizational causes varied but a higher percentage were focused on education/literacy (34.4%, 42), food security/nutrition (31.1%, 38), and social services (28.7%, 35).

Figure 1: Organization Type

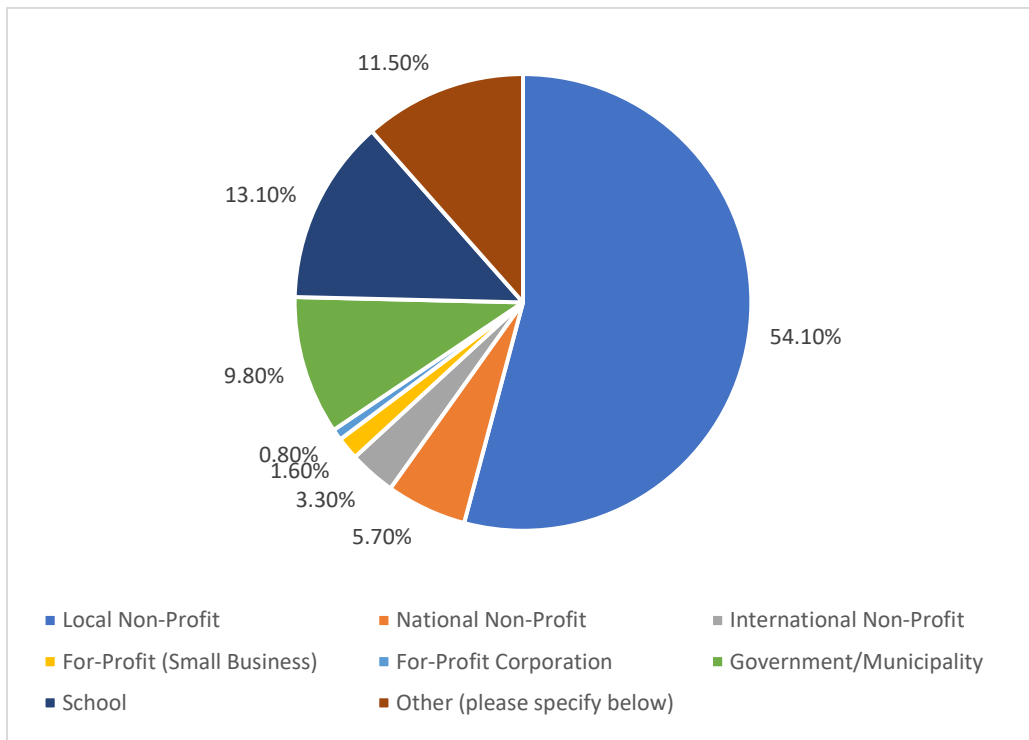
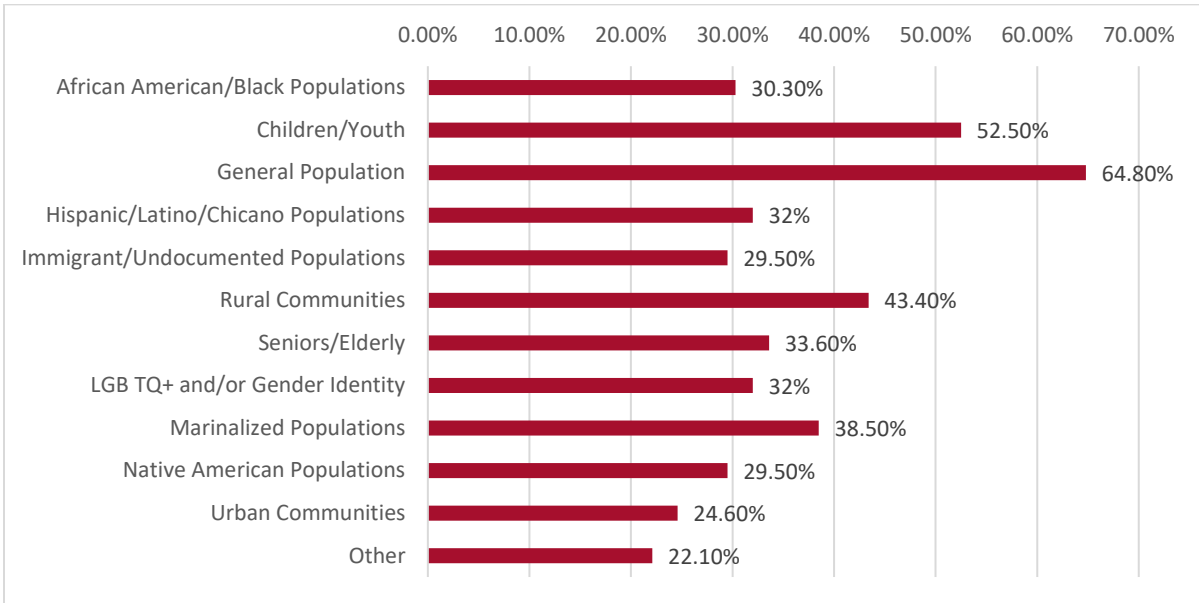
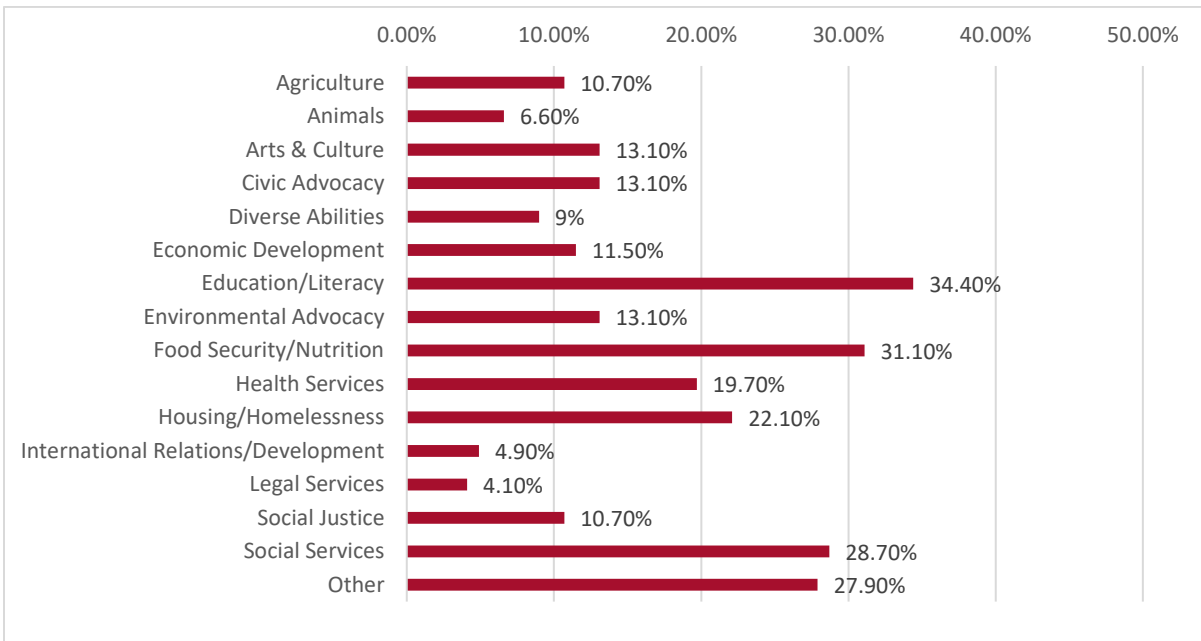


Figure 2: Populations Served



*Percentages add up to over 100%

Figure 3: Organization Causes



*Percentages add up to over 100%

Working with WSU Volunteers in the Past Two Years

All survey respondents were asked the following question: *Over the past two years has your organization worked with any WSU volunteers?* This question served as a branching question for the survey. Those who answered no were branched to a set of questions designed to ascertain why they had not worked with WSU volunteers over the past two years (and the end of the survey), while those who answered yes were asked more about their experiences working with WSU volunteers. Over two-thirds of responding organizations (70.5%, 86) had worked with WSU volunteers in the past two years, while 29.5% (36) had not.

Working with WSU Volunteers in the Past Two Years: No Responses

COVID19 Impact

Those organizations who had not worked with WSU volunteers in the past two years were asked five additional questions. The first question was: *Did the COVID19 pandemic affect our ability to work with WSU volunteers?* Most of the organizations (66.7%, 24) noted that COVID-19 affected their work with WSU volunteers. Respondents were also asked to elaborate on their response with an open-ended question. Twenty-one respondents who indicated the COVID19 pandemic affected their ability to work with WSU volunteers provided further information. Mostly, respondents indicated they were unable to work with volunteers due to the moratorium on public events, closure or partial closure of offices, and ensuring the safety of staff and community-members by not working with volunteers.

Seven respondents indicated that the COVID19 pandemic did not affect their ability to work with WSU volunteers and provided further information. Responses varied with three stating they were unable to get WSU volunteers for their events. One of these respondents stated, “we have been unable to secure volunteers for our two big events, likely because they are during school breaks” and another stated “none applied.” Other reasons focused on the size of their events. For instance, one respondent stated they have not worked with WSU volunteers because of the “limited scope of their work,” while another stated they don’t have “events or major campaigns.”

WSU Support

Next, these respondents were asked: *Do you feel WSU could have better supported your organization over the course of the pandemic?* The vast majority (91.4%, 32) selected no. The three respondents who answered yes to this question were asked to please specify their response. One respondent suggested that WSU should be a part of

WSU Help to work with Volunteers

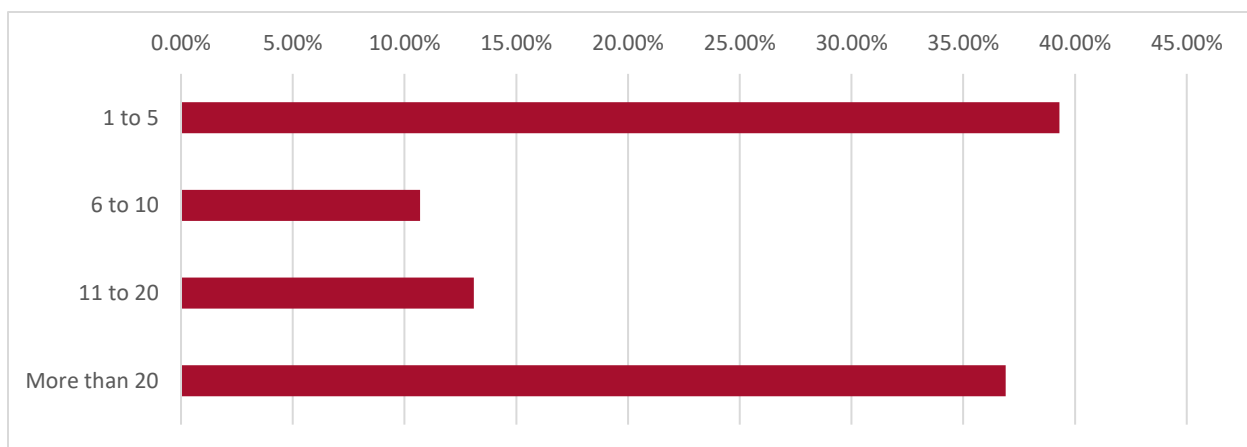
Lastly, before branching to the end of the survey, those organizations who have not worked with WSU volunteers in the past two years were asked the following open-ended question: *Is there anything WSU can do to help your organization work with WSU volunteers?* Eighteen respondents answered this question. Four respondents indicated there was nothing more WSU could do to help their organization work with WSU volunteers. Some respondents mentioned improving the website, including GivePulse, or providing guidance on better use to appeal to volunteers (4). For instance, one respondent noted that in the past, they found the “volunteer request form to be cumbersome and not flexible enough to accurately reflect our needs...something with room for more explanation would be very helpful.” Another participant was unsure how to request volunteers or post volunteer events, while another discussed the process for requesting volunteers was too burdensome and that “it is very difficult...to spend a lot of time with online applications or searching out possibilities.” Three organizations preferred to talk to someone in person, rather than use the online system, to request volunteers. Other suggestions included providing transportation to the community during volunteer times and providing information on the areas of studies students are in and whether students are interested in relocating to the service area.

Working with WSU Volunteers in the Past Two Years: Yes Responses

Number of Volunteers Pre-Pandemic

As mentioned, organizations who worked with WSU volunteers in the past two years were asked several additional questions (86 total organizations). To begin, these organizations were asked how many WSU volunteers their organization typically worked with in a year prior to the pandemic. As can be seen in Figure 4 below, the highest percentage of organizations worked with one to five WSU volunteers (39.3%, 33), followed by more than twenty (36.9%, 31).

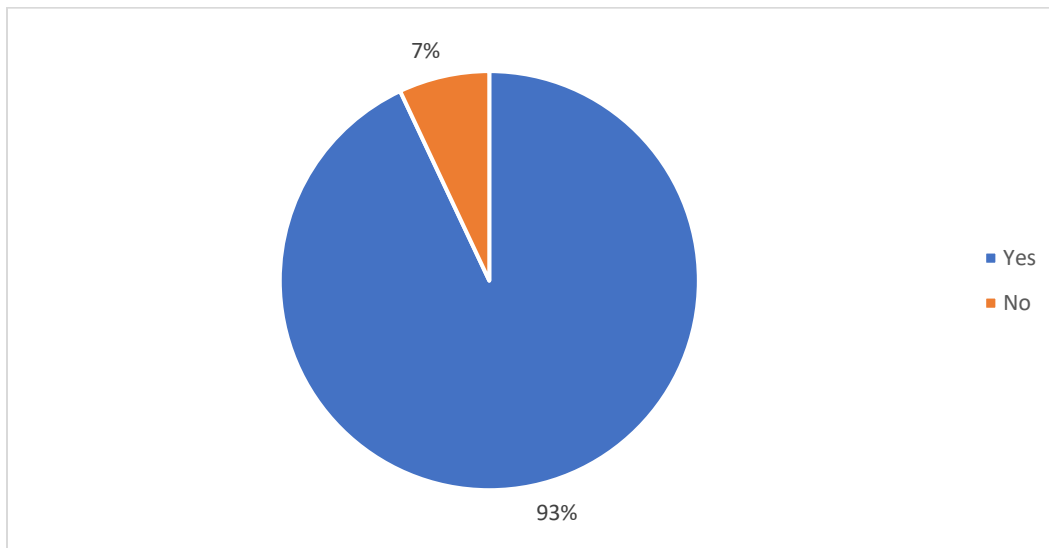
Figure 4: Pre-Pandemic Number of Volunteers in a Year



Collaboration with WSU

Next, the respondents were asked the following question: *WSU defines community engagement as: “The collaboration between Washington State University and our larger communities (local, regional/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.” In your opinion, does this accurately describe your organization's collaboration with WSU?* Most organizations (93%, 80) selected yes to this question (See Figure 5 Below).

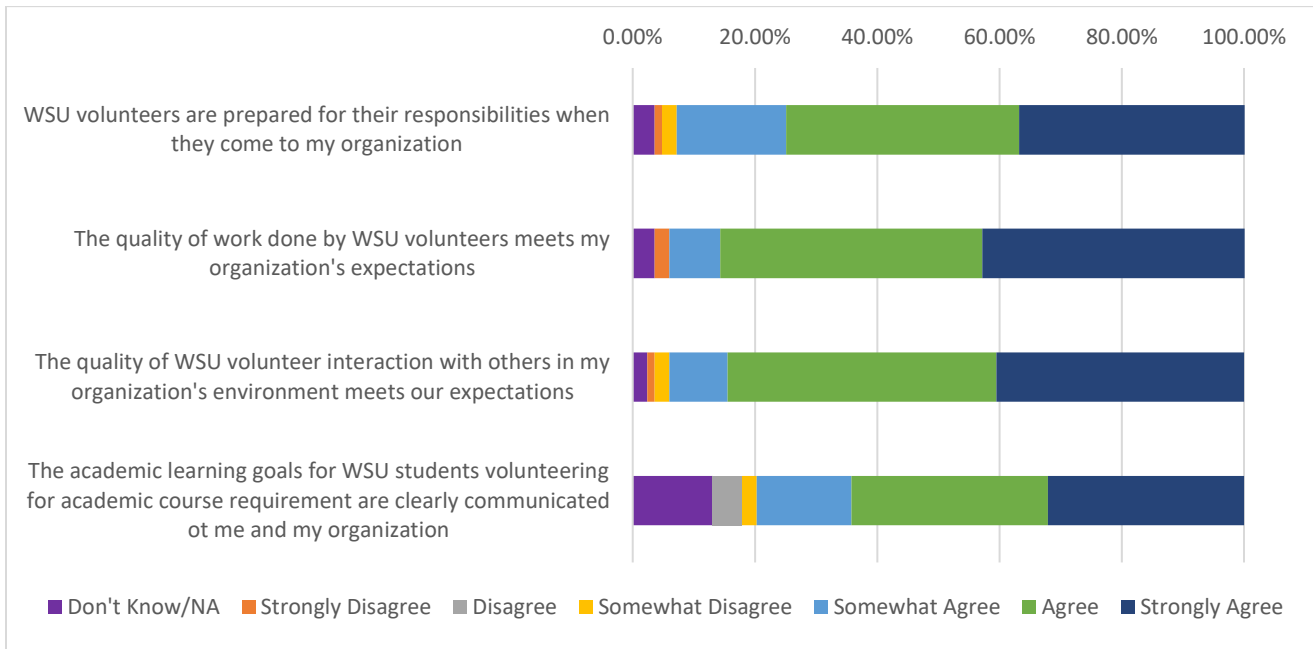
Figure 5: Organization's Collaboration with WSU Reflects Community Engagement Definition



Fifty-four respondents who indicated yes also provided further information. Most of these responses expressed agreement that their relationship with WSU volunteers was reflected in this definition and provided examples of how they work with WSU volunteers. For instance, one respondent stated they have “WSU nursing students come into our senior center to do glucose and blood pressure checks monthly. Our seniors love to interact with them and the information they provide.” Other examples of collaboration included providing vaccination services, delivery food and other goods, working in various aspects of pet care and adoption services including caring for homeless pets, habitat restoration and native planting, trail accessibility, and several other examples of successful collaboration.

my organization. As can be seen in Figure 6 below, three quarters of the respondents or more agreed or strongly agreed with the first three statements (75%, 63; 85%, 72; and 84.4%, 71 respectively), while slightly less than two-thirds agreed or strongly agreed with the last statement (64.2%, 54).

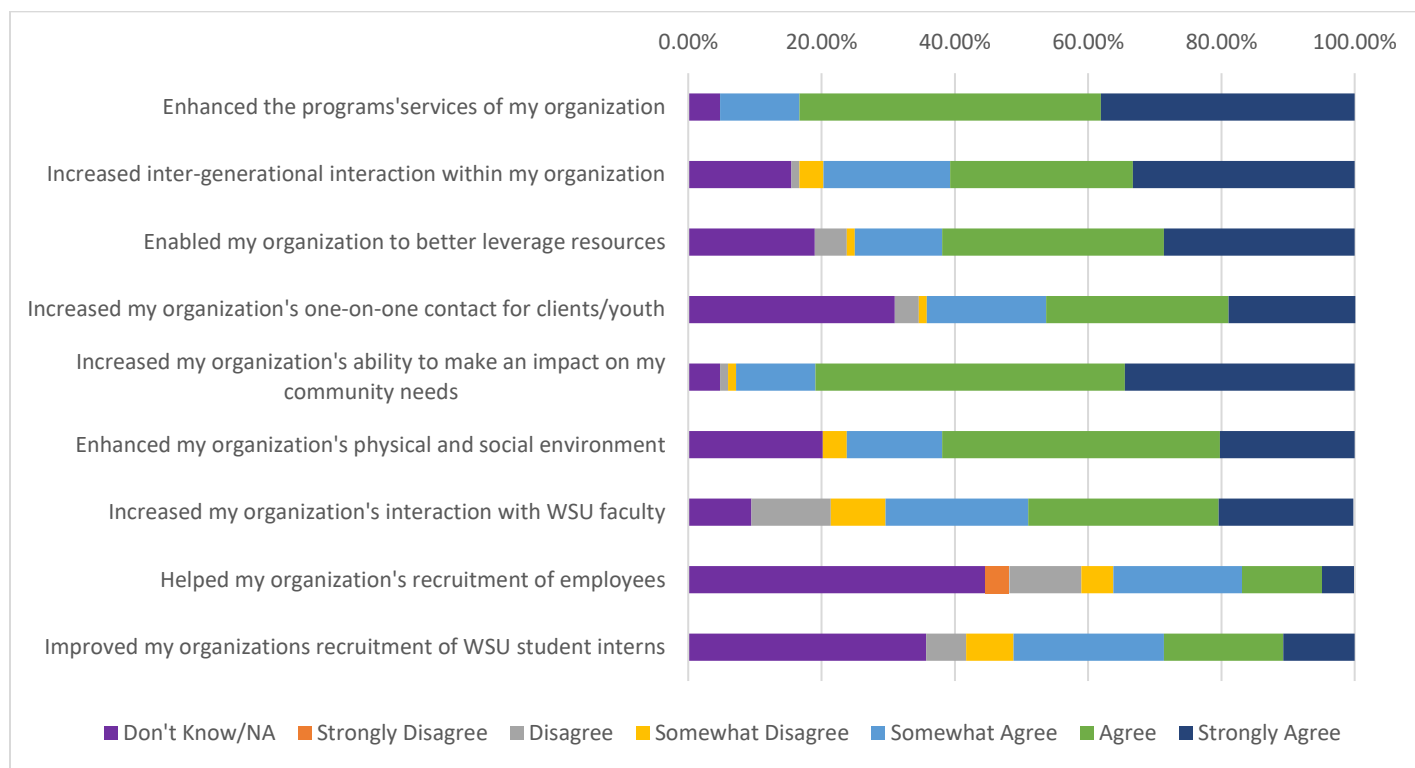
Figure 6: Evaluating WSU Volunteers



The Impact of WSU Volunteers on Organization

Respondents were next asked to evaluate the impact of WSU volunteers on their organization. They were given nine statements and asked to indicate their level of agreement with each. As can be seen in Figure 7 below, for most statements, most respondents either agreed or strongly agreed. Over 80% of respondents agreed or strongly agreed that *working with WSU volunteers has... enhanced the programs/services of my organization* (83.3%, 70) and *increased my organization's ability to make an impact on my community's needs* (80.9%, 68). In contrast, less than a third of respondents agreed or strongly agreed that *working with WSU volunteers has...improved my organization's recruitment of WSU student interns* (28.6%, 24), or *helped my organization's recruitment of employees* (16.8%, 14). It should be noted that at least 35% of respondents answered 'don't know/not applicable' to these last two statements.

Figure 7: WSU Volunteer Impact on Organization



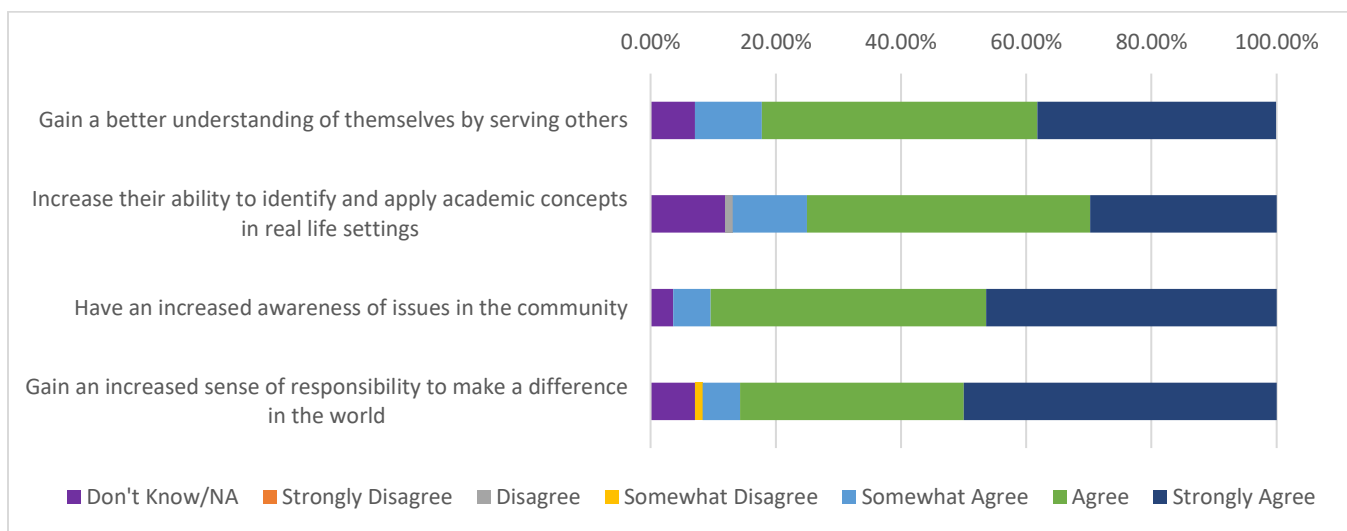
Following these questions, respondents were asked to share any additional comments they have on the impact of WSU volunteers on their organization. Thirty-four respondents answered this question. Most noted the positive impacts WSU volunteers have on the organization and larger community, often emphasizing the help WSU volunteers provide that enable the organization to do more to accomplish their mission. For instance, one respondent stated, “the WSU students have been so helpful...there are only so many workers at our non-profit...having these students at hand to assist us with group work activities and additional smaller projects that we don’t have time to do is...so helpful and keeps [organization] looking amazing.” Another respondent stated, “with WSU volunteers, we have been able to accomplish much more than we have at past project sites, allowing us to better leverage our limited financial resources to accomplish our mission.” In terms of mutual benefits between volunteers and organizations, it was stated, “I believe it is a win-win for all. The students are very willing to offer and suggest their views on how to reach others and educate them. I found that they had ideas that we had not thought of.”

Some respondents emphasized negative aspects of working with WSU and/or WSU volunteers. For example, one respondent stated, “I attempted to collaborate with CCE twice over the pandemic but neither time was successful. The student contact was non-responsive most of the time and on the occasion, they did show up, they did not follow through with providing the paperwork needed to collaborate.” While another respondent was mostly positive, they also noted that only ½ of the volunteers showed up to an important event. Additionally, while another organization stated that working with student volunteers was essential to accomplish their work, planting thousands of plants on landscapes, the preparation and quality of volunteers varies from event to event. They also stated that they have experienced challenges with volunteers being respectful to leaders and “demonstrating biases based on gender or sex.” Lastly, this organization noted that the work ethic varies across students with only a “handful of students that are truly dedicated to serving with the majority present to get required hours, which leads to difficulties getting quality work.

Impact on WSU Volunteers

Respondents were next asked to indicate their level of agreement with statements about their organizations impact on student learning. These statements were: (1) *Gain a better understanding of themselves by serving others*; (2) *Increase their ability to identify and apply academic concepts in real life settings*; (3) *Have an increased awareness of issues in the community*; and (4) *Gain an increased sense of responsibility to make a difference in the world*. Most respondents agreed or strongly agreed with all these statements, with the most agreement being that WSU volunteers have an increased awareness of community issues (90.4%, 76).

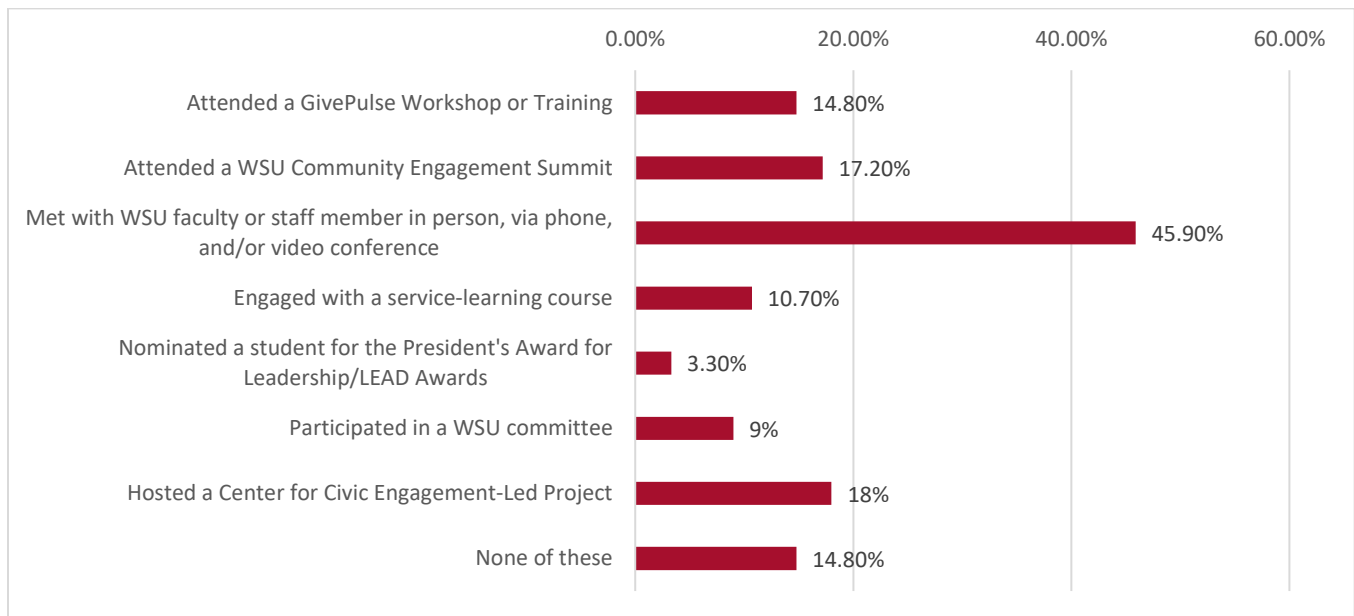
Figure 8: Impact of Volunteering on WSU Volunteers



Involvement in WSU Programs and Services

Organizations were asked if they had participated in any of the following activities over the past two years: attended a GivePulse Workshop or training; attended a WSU Community Engagement Summit; met with WSU faculty or staff member in person, via phone, and/or video conference; engaged with a service-learning course; nominated a student for the President’s Award for Leadership/LEAD Awards; participated in a WSU committee; hosted a Center for Civic Engagement-led project, or none of these. The most participated in activity was meeting with WSU faculty or staff (45.9%, 56).

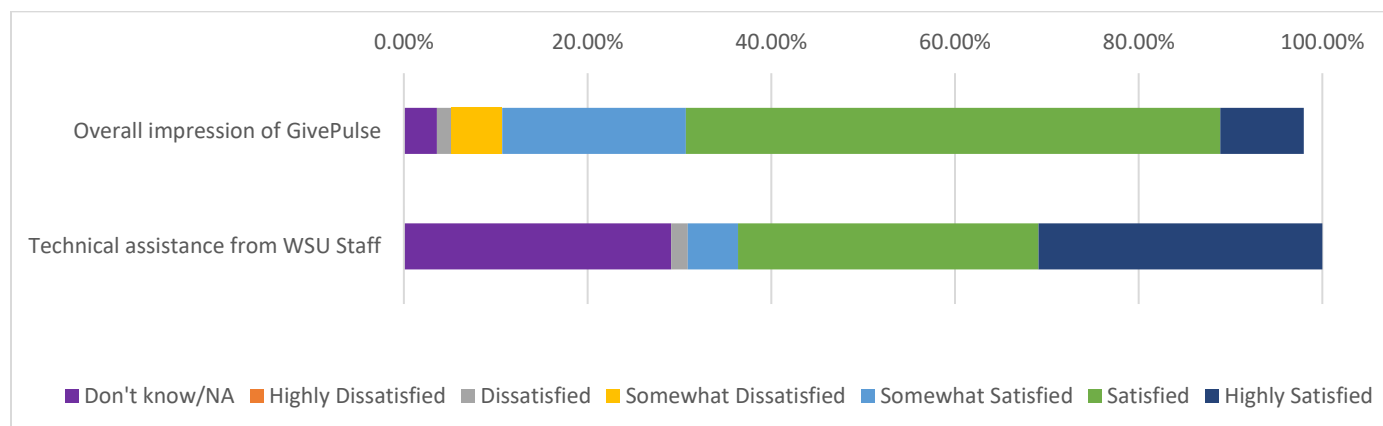
Figure 9: Participation in WSU Activities



GivePulse Usage and Impressions

Respondents were then asked about their utilization of and satisfaction with the GivePulse online system in the last two years. Sixty-four percent (65) of respondents indicated that they had used the system in the last two years. Survey participants who had used the system were then asked their level of satisfaction with the *overall impression of GivePulse, and the technical assistance from WSU staff*. The results demonstrate that most survey participants are either highly satisfied or satisfied with the online system and technical assistance provided by WSU staff.

Figure 10: Give Pulse and Technical Assistance Impressions



GivePulse Dissatisfaction—Further Comments

Those respondents who indicated any level of dissatisfaction with GivePulse or technical assistance from WSU staff, were asked to provide information on why they were dissatisfied. Four survey respondents provided further information. One respondent stated they have used GivePulse, but WSU students were not interested in learning more about their organization, while another noted the website was challenging though they did receive help quickly when needed. One respondent noted they “just haven’t really gotten much out of it.” A larger organization stated they do not have the time for GivePulse: “our organization is large, and we don’t have the capacity to specialize volunteer activities for WSU students. We were required to post on GivePulse, and it would just link to our volunteer opportunities website...it felt like an unnecessary use of time to go on to GivePulse to post a link to our volunteer webpage when students can just go directly to our website...”

GivePulse Satisfaction—Further Comments

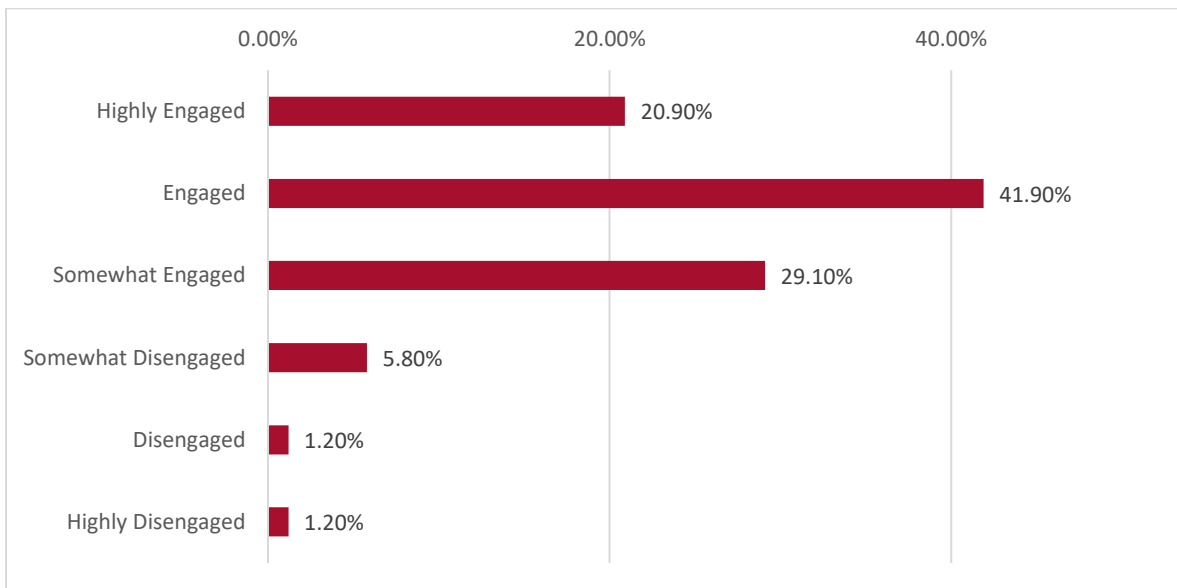
Those respondents who selected they were somewhat satisfied, satisfied or highly satisfied with GivePulse or technical assistance from WSU staff were also asked to provide further information. Thirty-seven provided a response. Several stated that GivePulse was easy to use (11 respondents). One respondent stated, “it’s pretty easy but weird. You have to be willing to try all the buttons.” Another noted, “GivePulse is fairly easy to learn and use, and on the occasion that I needed some assistance, WSU CCE staff were timely and super helpful.” This comment also reflects that several of the respondents found staff to be helpful when they needed technical help (18 respondents). For instance, another respondent stated, “when we had some problems gaining access, the staff was able to make a change right away. They were very responsive.” Some noted that GivePulse is confusing and not intuitive so the assistance from staff is essential.

Other aspects of GivePulse that were appreciated was the connection to students and volunteers, it was easy to track hours, approve hours and provide direct communication to volunteers. One respondent stated, “it feels like we have just touched the surface of what GivePulse is capable of.”

WSU Community Engagement

Respondents were next asked a series of questions regarding their perceptions of WSU’s community engagement. The first question asked was: *How would you qualify WSU’s level of engagement or disengagement within your community?* As can be seen in Figure 11 below, most respondents rated WSU as engaged or highly engaged in their community (62.8%, 54).

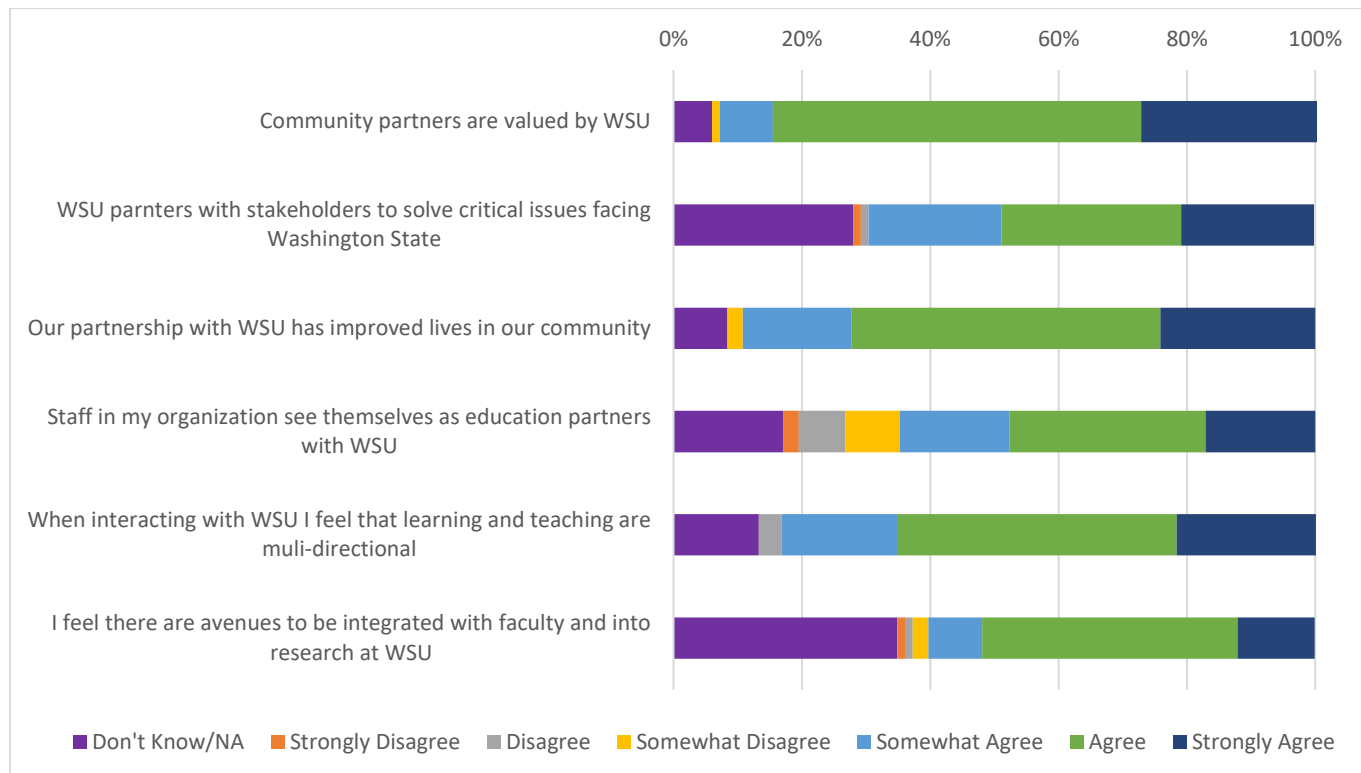
Figure 11: WSU's Level of Community Engagement



Next, respondents were asked their level of agreement with the following statements: (1) *Community partners are valued by WSU*; (2) *WSU partners with stakeholders to solve critical issues facing Washington State*; (3) *Our partnership with WSU has improved lives in our community*; (4) *Staff in my organization see themselves as education partners with WSU*; (5) *When interacting with WSU I feel that learning and teaching are multi-directional*; and (6) *I feel there are avenues to be integrated with faculty and into research at WSU*. At least, 50% of respondents indicated that they agreed or strongly agreed with each statement except for *Staff in my*

organization see themselves as education partners with WSU (47.6%, 39) and WSU partners with stakeholders to solve critical issues facing Washington State (48.7%, 40) (See Figure 12 Below).

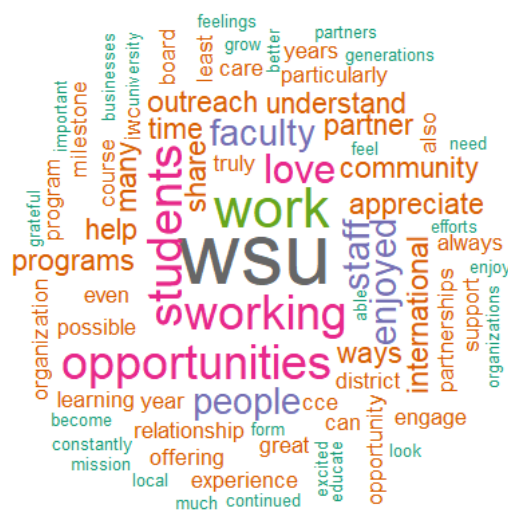
Figure 12: WSU as a Community Partner



Working with WSU—Final Thoughts

The respondents were then asked to share any comments they had about working with WSU. Twenty-four respondents provided additional comments, and many of these comments were similar to or repeated responses from a previous open-ended question (the impact of WSU volunteers on their organization). Many of the participants stated that working with WSU volunteers has been helpful and even essential for performing their work and meeting their mission. For instance, one participant stated, “the volunteers are a big help with carrying out the goals of [organization] by helping care for the animals that are placed here and getting the horses to learn

how to trust people again.” Another commented, “with WSU volunteers, we have been able to accomplish much more than we have in the past on our project sites, allowing us to better leverage our limited financial resources to accomplish our mission.” Similarly, the ability of organization staff to take on more tasks with the help of volunteers was mentioned. Lastly, one respondent noted the impact of volunteers on the organizational environment, stating that “they are absolutely necessary for this team’s morale, growth and overall success, they are beyond appreciated for their gracious time, efforts and consideration that many clearly put into their work here.”

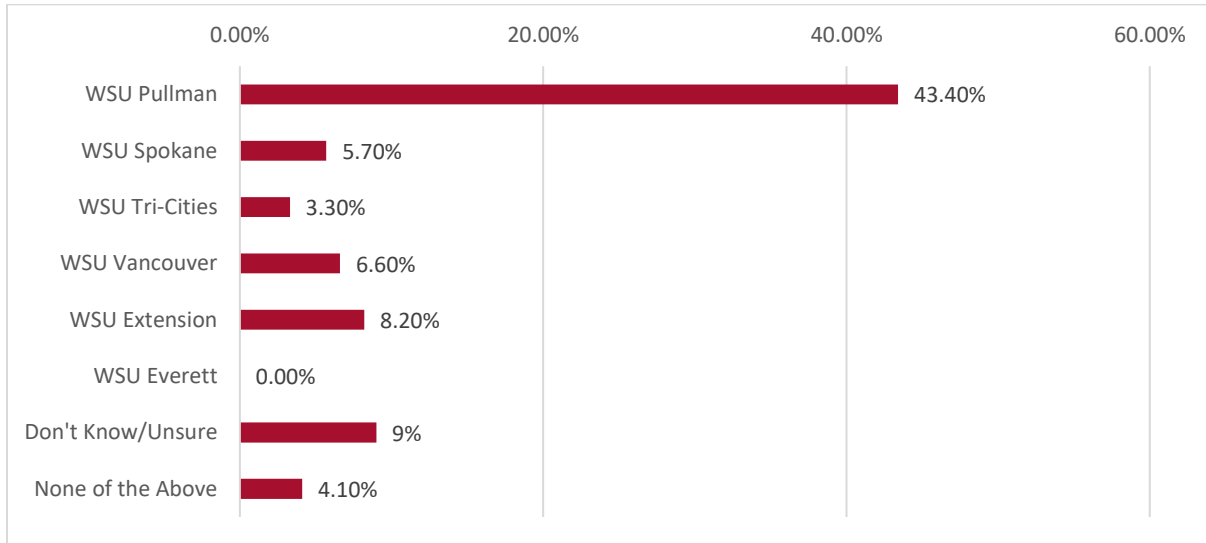


Some participants were less positive in their comments regarding working with WSU and WSU volunteers. For instance, one organization stated they were not working with WSU volunteers due to staff turnover. This individual also stated that they are not working with “WSU volunteers via the Center for Civic Engagement because of barriers to signing the required partnership agreement.” Another organization said it was amazing to work with volunteers and they were a great asset but added the qualifier “when they show up.” The issue of volunteers showing up was mentioned by four other organizations. One noted that only half the volunteers show up for a big event, while another stated, “I attempted to collaborate with CCE twice over the pandemic, but neither time was it successful. The student contact was non-responsive most of the time and on the occasion that they did show up, they did not follow through with providing the paperwork needed to collaborate.”

WSU Community Engagement Offices and Extension

Lastly, the survey focused on obtaining perceptions of community engagement offices at each campus. Respondents were asked to indicate which community engagement offices and/or campuses their organization has worked with in the last two years, and then branched to additional questions pertaining to that campus and office. As can be seen in Figure 13 below, the highest percentage of respondents worked with WSU Pullman’s Center for Civic Engagement (43.4%, 53), followed by WSU Extension (8.2%, 10). For all other offices and campuses, less than 10 survey respondents indicated they worked with these offices and/or campuses in the past two years.

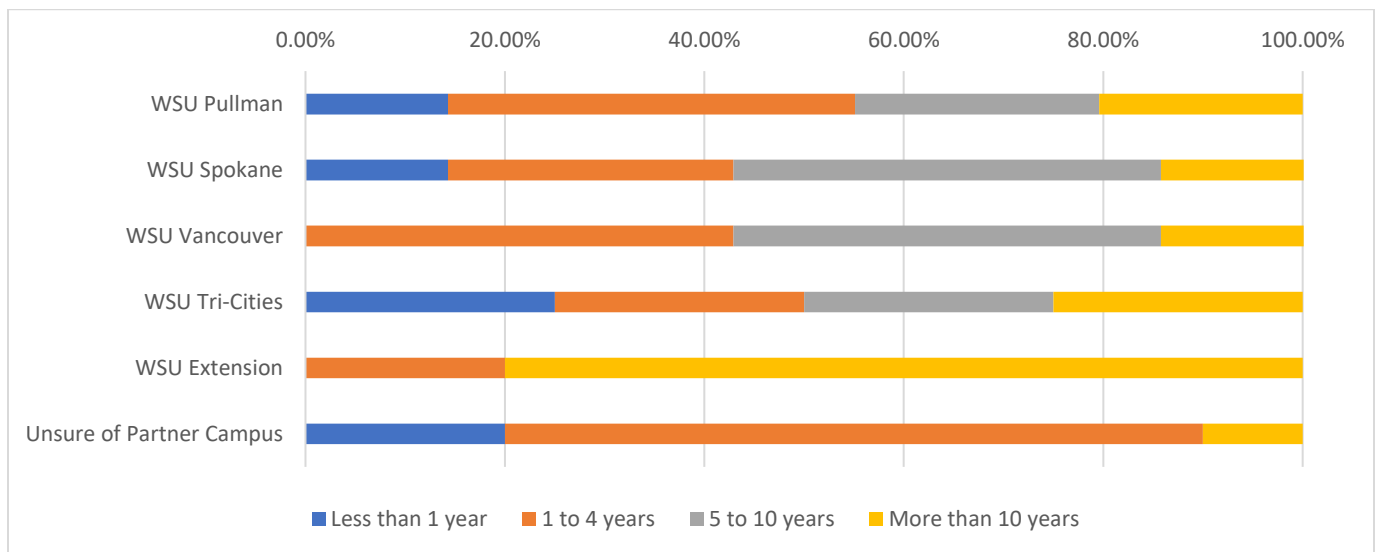
Figure 13: WSU Offices, Campuses, and Actors Worked with in Past Two Years



Length of Partnership

Respondents were then asked several follow-up questions about each office they had worked with. The first follow up question was: *How long has your organization partnered with [the office or campus]?* For Center for Civic Engagement, the greatest number of respondents had been a partner for one to four years (See Figure 14 Below). For WSU Spokane, the survey participants indicated 5 to 10 years partnership as the most popular timeframe. For WSU Vancouver, 1 to 4 years and 5 to 10 years are the most common choices. Finally, for WSU Tri-Cities and WSU Extension the respondents had been a partner for more than 10 years.

Figure 14: Length of Partnership



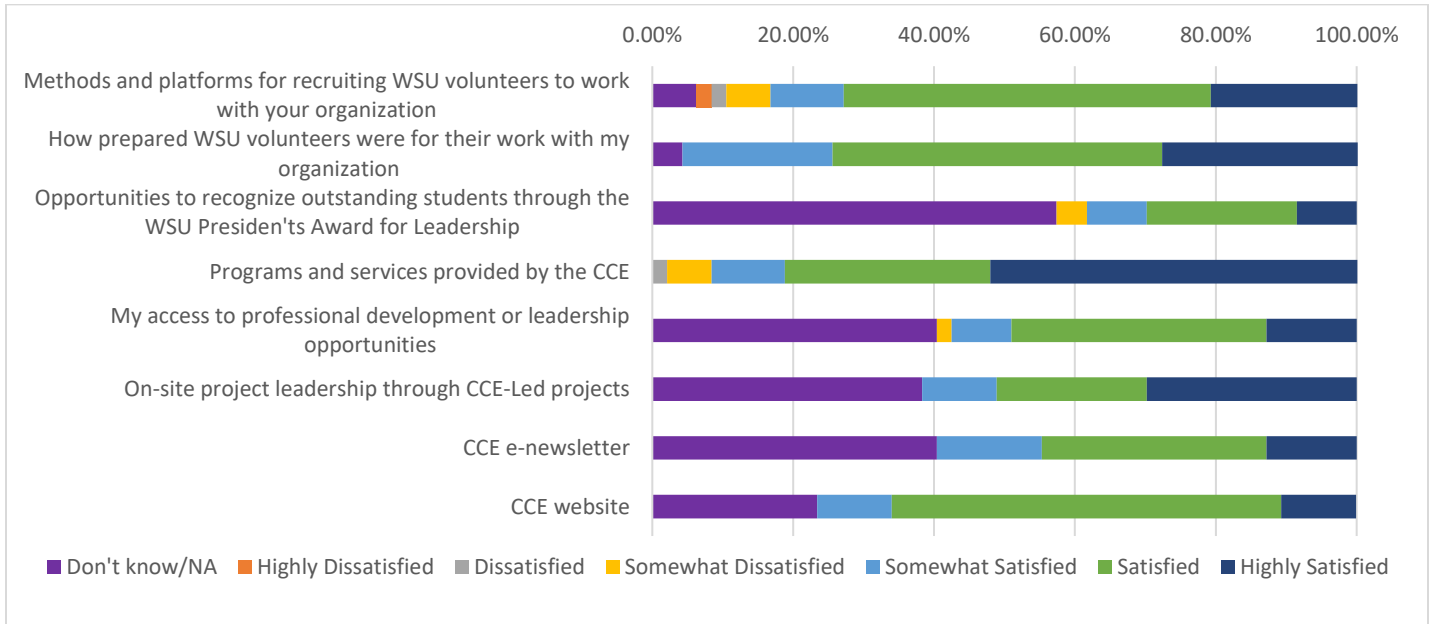
Satisfaction with Services of Each Office/Campus

Respondents who had partnered with an office were then asked to *rate their level of satisfaction with the programs and services provided by the office/campus*. Respondents were given six common areas in which they could rate their satisfaction from highly dissatisfied to highly satisfied. Those areas were: (1) *Methods and platforms for recruiting WSU volunteers to work with the organization*; (2) *How prepared WSU volunteers were for work with my organization*; (3) *Communication with the selected WSU office/campus*; (4) *Support from the selected WSU office/campus*; (5) *The access to professional development or leadership opportunities*; and (6) *Overall impression of the selected WSU office/campus*. Those who indicated they had worked with the Center for Civic Engagement/WSU Pullman and WSU Extension were given additional areas to rate. These additional areas are explained further below.

Satisfaction with WSU Pullman Center for Civic Engagement (CCE)

A total of fifty-three respondents to the survey indicated they had worked with the Center for Civic Engagement over the last two years. Additional statements rated by those who have worked with CCE include *Opportunities to recognize outstanding students through the WSU President's Award for Leadership*; *On-site project leadership through CCE-Led-projects (community service projects facilitated by trained undergraduate student staff through the CCE)*; *CCE e-newsletter (the Campus Connection)*; and *CCE Website (cce.wsu.edu)*. The results for each office/campus with respondents are presented separately below Overall, the survey participants reported a high-level of satisfaction with programs and services provided by the Center for Civic Engagement (See Figure 15 Below). For instance, over 80% of respondents were satisfied or highly satisfied with their communication with CCE staff (81.3%, 39), and with their overall impression of CCE (83.4%, 40). For several statements, a higher percentage of respondents selected don't know/not applicable, including *Opportunities to recognize outstanding students through the WSU President's Award for Leadership* (57.4%, 27), *On-site project leadership through CCE-Led-projects* (38.3%, 18), and the *CCE e-newsletter (the Campus Connection)* (40.4%, 19).

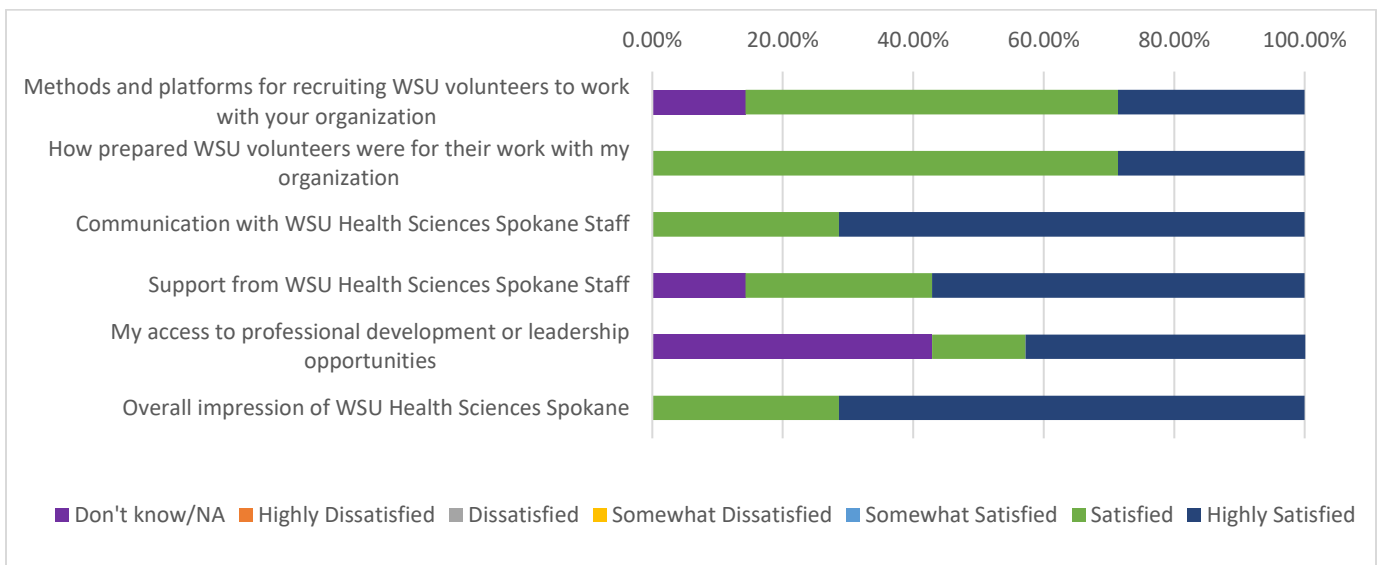
Figure 15: Satisfaction with the Center for Civic Engagement



Satisfaction with WSU Health Sciences Spokane

A total of seven respondents reported working with WSU Health Sciences Spokane in the past two years. Most survey participants were either satisfied or highly satisfied with the services provided (See Figure 16 Below).

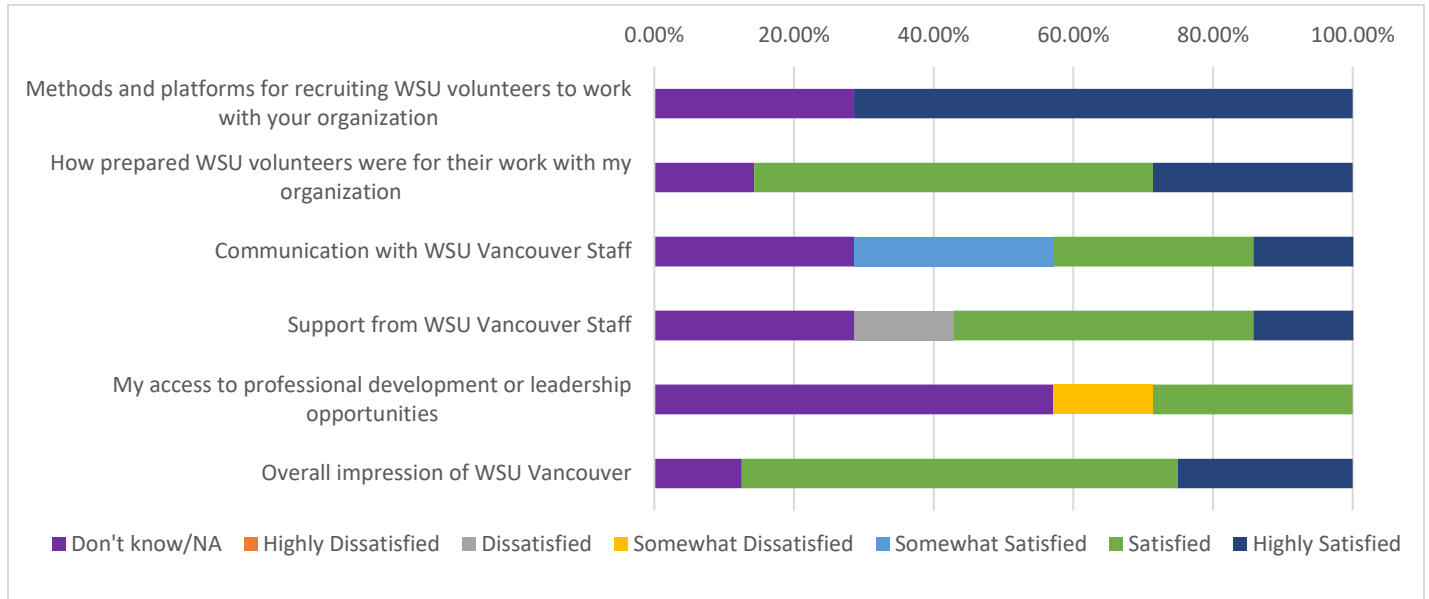
Figure 16: Satisfaction with WSU Health Sciences Spokane



Satisfaction with WSU Vancouver

A total of eight respondents indicated they have worked with WSU Vancouver in the past two years. As can be seen in Figure 17 below, at least, 50% of survey participants reported they were either satisfied or highly satisfied with all services and programs except for *the access to professional development or leadership opportunities*.

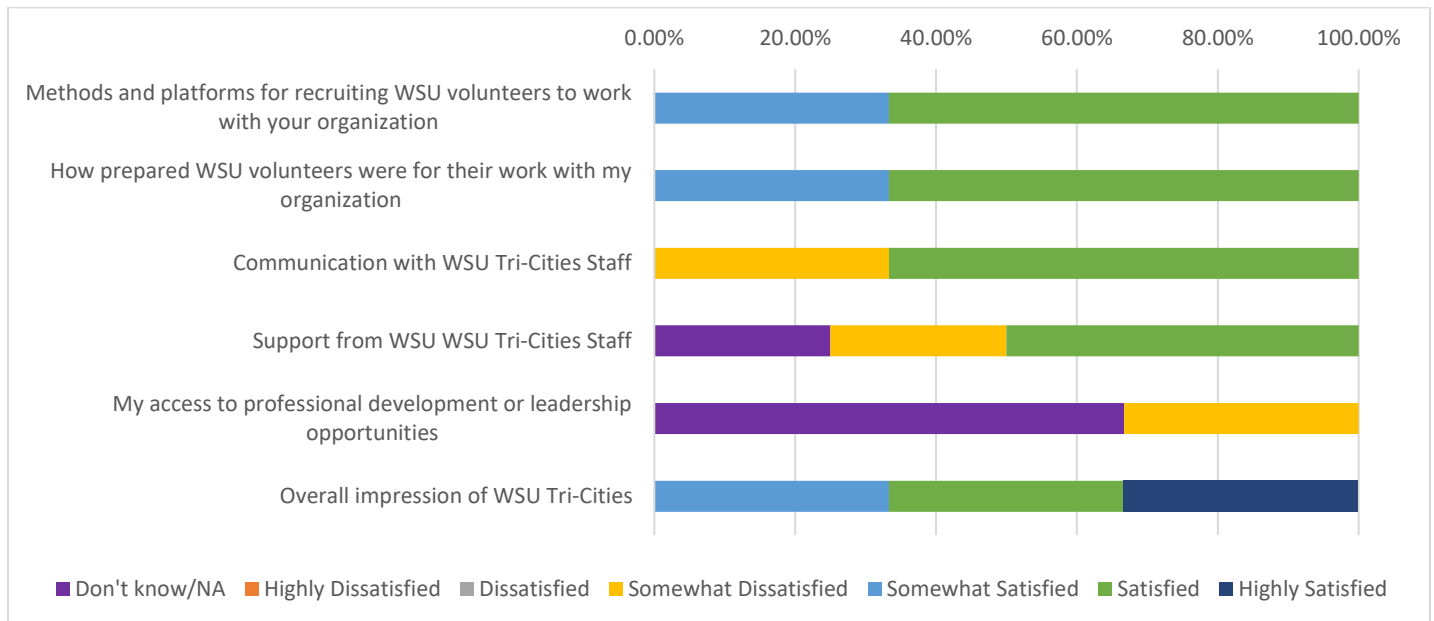
Figure 17: Satisfaction with WSU Vancouver



Satisfaction with WSU Tri-Cities

Only six respondents reported working with WSU Tri-Cities in the last two years. At least, two-third of these respondents were either satisfied or highly satisfied with *methods and platforms for recruiting WSU volunteers to work with the organization, how prepared WSU volunteers were for work with the organization, communication with WSU Tri-Cities staff, support from WSU Tri-Cities staff, and the overall impression of WSU Tri-Cities*. The only exception for this campus is *the access to professional development or leadership opportunities*. For this service, 66.7% of the respondents selected the *don't know/not applicable* option.

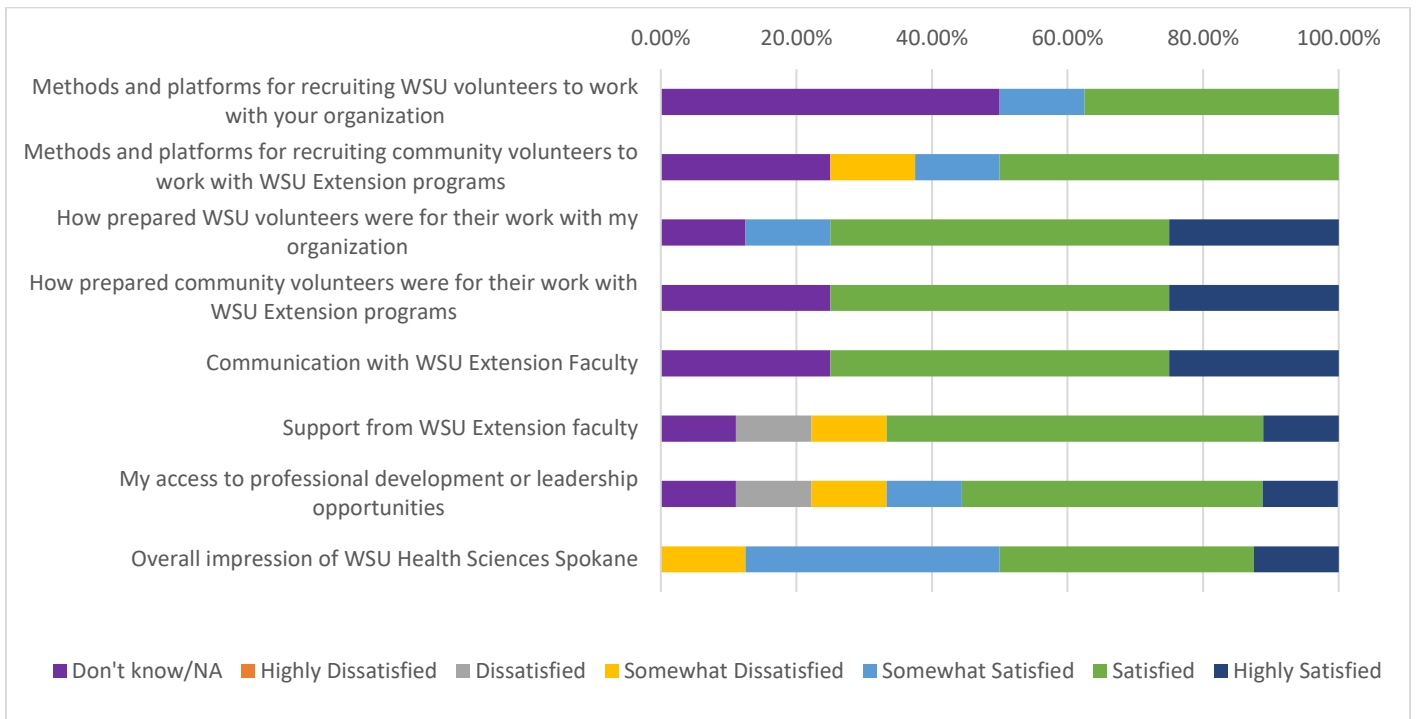
Figure 18: Satisfaction with WSU Tri-Cities



Satisfaction with WSU Extension

A total of ten respondents indicated they had worked with WSU Extension in the last two years. In addition to the items rated for each campus/community engagement office, those who worked with WSU Extension were asked to rate additional statements: *methods and platforms for recruiting community volunteers to work with WSU Extension programs* and *how prepared community volunteers were for their work with WSU Extension programs*. Most respondents indicated some level of satisfaction (somewhat satisfied, satisfied or highly satisfied) with all services and programs asked. Most survey participants also reported satisfaction with their overall impression of WSU Extension.

Figure 19: Satisfaction with WSU Extension



Conclusions

Like the 2020 survey findings, respondents, overall, indicated a high-level of satisfaction with WSU community engagement services and interaction with WSU volunteers. Many respondents were enthusiastic about their work with WSU volunteers, highlighting that working with WSU volunteers enables them to provide their services and meet their mission. enhances their programs and services. Several respondents noted the mutually beneficial relationship between their organizations and WSU volunteers, including bringing in new ideas to the organization, and providing a service-learning option not otherwise available in the classroom.

Although many respondents positively depicted their partnership with WSU and WSU volunteers, there were also several negative aspects mentioned. For instance, several organizations indicated they had issues with WSU volunteers signing up for their opportunities, and/or showing up for events. Some also mentioned the difficulties getting students to sign up for events outside of the academic calendar. These comments suggest that some organizations may benefit from staff advice on how to make their volunteer opportunities more visible and appealing to WSU volunteers. While GivePulse received a high satisfaction rating from respondents, some organizations that were less satisfied noted the difficulties making their opportunities fit “the boxes provided.”

Working with the organizations having more difficulties getting volunteers, would help enrich both organization and volunteer experiences.

Unfortunately, the issue of volunteers not showing up for events is also a concern as it leaves organizations left to scramble at last minute. While most organizations did not mention this as an issue, this could be reflective of survey response bias, with organizations with more positive experiences more likely to respond. Nonetheless, concerns over volunteers appearing at events and even some comments suggesting that volunteers have been less than prepared, and in some cases, disrespectful, deserve further investigation. If a system is not in place to address these issues, such as a reporting mechanism in GivePulse with required follow-up from WSU staff, it should be considered.

Other comments suggest that distance is a concern when attempting to work with WSU volunteers. Some organizations noted that their distance from Pullman prevented getting volunteers and solidifying partnerships. This indicates that potential community organization partners are unaware of the multitude of opportunities to work with WSU due to numerous campuses and offices across the state. Future community organization collaboration efforts could consider how to better leverage the multi-campus and Extension system to provide volunteer opportunities across the state, and how to better communicate to community organizations, the opportunities for WSU volunteers from other areas and campuses.

It should also be noted that the response rate to the survey was low. Some of this could be due to the COVID19 pandemic which halted volunteer activities for a significant period. Those organizations who did not work with WSU volunteers over the past two years may have been less likely to participate in the survey. The low response also prevented getting an adequate number of respondents who worked with other campuses and WSU Extension. Future iterations of the survey should consider offering a survey incentive to increase response and increasing recruitment efforts for community organizations that work with campuses and offices outside of Pullman.

Despite some limitations, respondents overall view WSU and WSU volunteers positively. WSU was recognized by respondents as an engaged community partner that recognizes and values its community partners. Most respondents were positive about their interaction with WSU volunteers, their work with WSU, the impact of volunteers on their organization, and the mutually beneficial relationship between organizations and WSU volunteers.