



Volunteerism ROI Tracker Case Study: University of Phoenix - *Sample Findings*

Profile

Revenue: \$961 million **Employees:** 18,368

Volunteer hours: 72,255 hours (2011)

Platform: VolunteerMatch

Paid time off to volunteer: 2 days per year

Focus Areas: Largely employee-driven, with signature initiatives around school and workforce readiness, including Be Great Graduate with Boys & Girls Clubs and Power Lunch Mentorship.

Volunteer Recognition: Informal: letter and t-shirt for reaching 100 hours; local honor rolls.

ROI survey responses (rate): 414 of 850 (49%)

Employee Engagement & Development

Employees citing volunteerism as a core component of their overall job satisfaction increased to 71% from 64% from last year; while the development of concrete, job-related skills held steady at 25% -- and produced useful insights, via volunteers' verbatims (*see examples*).

Value of this volunteerism to job satisfaction	2010	2011
A core component/one of the most positive	64%	71%
A positive, but not core influence	29%	24%
Slightly or of no importance	7%	5%

Skill Development	2010	2011
Volunteers gaining job-related skills	25%	25%

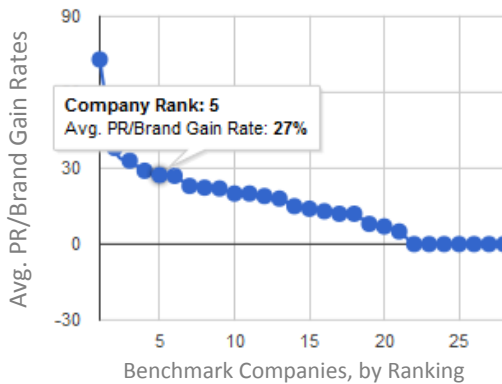
"A new level of rapport was reached with team members."

"Polished computer skills, coaching and teaching capabilities"

"Allowed me to look at research and statistics from a whole different perspective... [to] really benefit an organization."

Brand Awareness

University of Phoenix draws faculty and students from communities nationwide, so supporting the brand is crucial. Indeed, this is an area of strength for their volunteerism portfolio:



Steering volunteers towards activities that generate the most brand effects (in green) for the company will help improve its overall impact and ranking.

Activities	Brand Gain	vs. Avg.
Management consultation	100%	267%
General operations support	67%	146%
Painting, construction, handywork	54%	98%
Recreation support	39%	43%
Food preparation, sorting, serving	32%	17%
Janitorial and cleaning	32%	17%
Education, vocation counseling	30%	10%
Office support, clerking duties	29%	6%
Other	26%	-5%
Tutoring, teaching assistance	24%	-12%
Landscaping and groundskeeping	17%	-38%
Social service support activities	16%	-41%
Arts & crafts activities	13%	-52%

Other Business Impacts

Although not a primary objective, impacts on sales, recruiting, and stakeholder relations also grew or held steady.

Sales, Recruitment, and Stakeholder Effects	2010	2011
Sales gains generated/influenced	17%	18%
Recruiting gains generated/influenced	0.6%	11%
Stakeholder gains generated/influenced	14%	14%

Social Impact

Beyond calculating an average market value per hour of \$22.79 (slightly above the benchmark average), University of Phoenix volunteers realized a range of capacity gains among their nonprofit beneficiaries:

- Developed new publicity techniques to help raise more funds and recruit more volunteers.
- Streamlined curriculum to both improve outcomes and serve more adult learners
- Worked as nonprofit's CFO to find ways to generate additional income
- Reduced strain on core staff activities by helping fill backpacks and assist with other needs

