

# Generation n change

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HOW STUDENT VOLUNTEERS CAN  
TRANSFORM YOUR WORK

## Volunteer Centre at LSE Careers

David Coles

**VOLUNTEER CENTRE MANAGER**



UNIVERSITY OF  
**WEST LONDON**  
Volunteering and Civic Engagement



Mariana Rocha

**VOLUNTEERING AND CIVIC ENGAGEMENT MANAGER**

# David Coles

Volunteer Centre at LSE Careers ■

I've been at LSE for 8 years

I'm a trustee of a charity in Ghana and the LSESU WFC football coach.

I used to work at Do-it.org.uk and be a trustee of Great London Volunteering.





# Mariana Rocha



Started volunteering at the age of 7 in Portugal

Currently volunteers as a School Governor and as Comms and Social Media Leader for the UK Student Volunteering Network

Has previously worked for the Union of Brunel Students as Events and volunteering Coordinator and for University of Portsmouth Student's Union as Volunteering and Fundraising Coordinator

Volunteering and Civic Engagement Manager at University of West London for 2 ½ years



## **This session's aims:**

- 1) To get you thinking about the wide range of students at universities
  - 2) Help you think of different ways to tap in to our student's motivations
  - 3) Some top tips on recruiting students
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# About LSE

## Volunteer Centre at LSE Careers ■

**Two-thirds** of our students are from overseas

**Over 100** languages are spoken on campus

**Over 60%** of our students are doing a postgraduate degree



# About UWL



**53%** of our students are from the first generation in their family to go to university

**63%** of our students are mature (aged over 21) on entry

**56%** of our students are from black and minority ethnic groups

**98%** of our students are state school educated





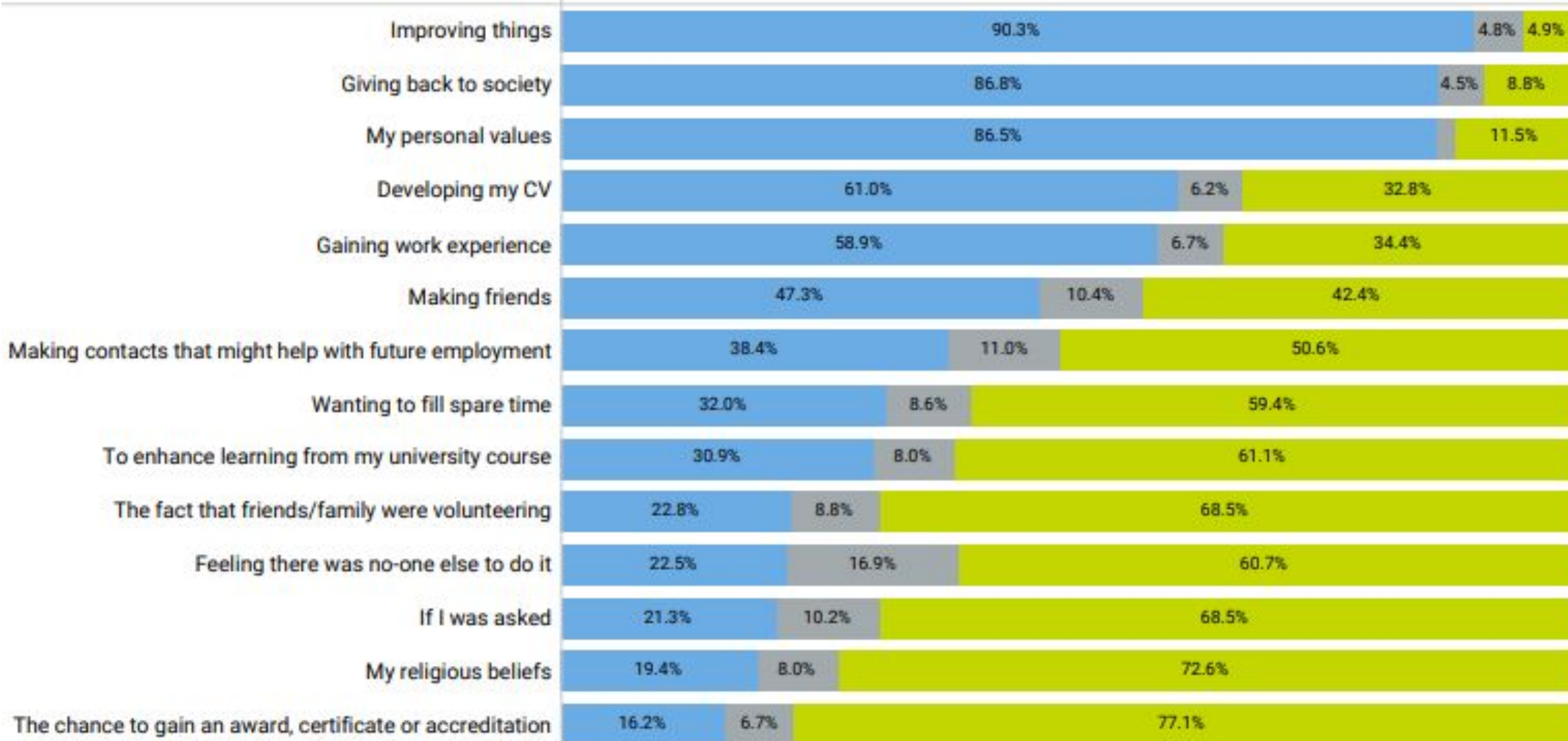
# Which of the following are important to you as reasons to volunteer?

Important (%)

Not Sure (%)

Not Important (%)

2019



- 1) Write down a volunteer role you advertise or a role that they've heard of.
  - 2) Fold your paper and put it in the "Pot of Volunteer Roles"
  - 3) Let's get creative!
    - 3.1 Get "your person" from the middle of the table
    - 3.2 Describe your student -
      - Give them a name, choose their course, are they male or female?
      - The options are endless! - *"This is John, he's on his 2<sup>nd</sup> year of Marketing at UCL and he applied to volunteer with Cancer Research UK as an admin volunteer"*
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## Students and their motivations



3.3 Walk around your table and have a look at the different students created by your group

3.4 Choose one student per group

3.5 Take one volunteer role from the “Pot of Volunteer roles” per table

3.6 How will you **advertise or adapt** the role to your student ?  
- Write down your ideas

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**WHAT WAS THE PURPOSE OF THIS ACTIVITY?**

## **Wonder Foundation – Olivia Darby – Director of Policy and Campaigns**

“LSE students have injected energy and expertise into Wonder Foundation. We have learnt from them as much as they have learnt from us and they have enabled us to support many more women and engage many more people than we could have done without them.”

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## **Wonder Foundation**

1. Clear and engaging volunteer adverts
2. Flexible timings
3. Enjoyable
4. Spend time on campus
5. Encourage students to speak about their experiences
6. Give us feedback
7. Track where there students come from
8. Say 'thank you' and nominate students for awards

# Concluding thoughts

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- 1) Communication
  - 2) Voluntary, meaningful and enjoyable
  - 3) Consider motivations and potential barriers
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Thank you

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