

# *AARP Tax-Aide Prospective Volunteer Recruitment System*

9/30/09

# Today's Agenda

- Project Overview
  - Phase 1
  - Phase 2
- Phase 2 System Training
  - Registration and System Access
  - Prospect Application
  - E-mail Notification to Leader
  - Applicant Information Routing
  - Accessing Your Applicant Information
  - Applicant Information Review
  - Statusing of Applicant Review Activity
  - Automatic Email Notification
  - Routing of applicant Information to other Volunteer Leaders/Areas
  - Workflow Management and Monitoring
  - Reports and Analysis
  - Position Responsibilities and Access

# Today's Agenda

- Resources
  - Help desk
  - Volunteer Extranet
- Next Steps
  - Accessing your prospects

# Current Situation

- AARP Tax-Aide adds approximately 6,800 new volunteers/ year
  - Estimated that 10-12K prospective volunteer apply or are considered
- Program, Volunteer leaders require different skill sets and profiles of new volunteers that what was required in the past
  - E-filing technology, quality requirements need different skills, experiences
  - Increasingly diverse communities of need
- Current recruitment response, prospect assessment and “on board” processes highly manual and labor intensive
  - With minimal data analysis and leadership reporting available
- Indications are that the quicker information exchange, assessment is performed with prospective volunteers, the higher the likelihood of success
  - Estimated delay from prospect self identification at contact center or web to receipt by PVC and/or DC is anywhere from 5 to 30+ days

# Objectives and Goals

- Reduce Volunteer and Staff administrative workload
  - Ease of use for prospects
  - Work reduction for SCs, ADSs, Instructors, DCs, PVCs, PCSs
- Reduce cycle time from recruit self identification to PVC/SC/DC receipt
  - Workflow, response time to prospective and process tracking
- Improved leadership reporting and business intelligence
  - Outreach, marketing, diversity program success statistics, analysis
- Meet NY Life Grant Requirements – Year 1
  - Process and system development
  - Benchmarking
  - Web based, integration with AARP.org
  - Initial training, communication, implementation
- Operational Phase 1 system for program wide volunteer use
  - Available for 2009 Recruitment “season”

# Process Findings

- Significant low value activities and delays at the beginning of the process versus actual information transferred
  - Limited contact and information during initial process
- Redundant processing of info throughout the process
- No standard for information provisioning to, from prospects
- Significant opportunity for error
- Limited process efficiency/success measures
- However, key parts of the process appear to be working
  - Interview and assessment
  - Counselor pass rate
  - Program is attractive for prospective volunteer
    - Base of potential volunteers is large and potentially growing

# Most Requested Improvements

1. Get Prospects to PVC/DC faster
2. More accurate and complete contact information (phone, email, address)
3. Better qualified prospects/assessment/screening
4. Provide program requirements/information at the front of the process
5. New/improved/any Leadership reports
  - Source, number of prospects, number of successes, drop out by reason, stats by District, timeliness of response
6. Reduce late season applications (after mid December)
7. PVC training/job description/standard process

# Don't Change

1. District interview
2. National “funnel”/initial contact
3. Integrated national and local marketing and publicity
4. Local initiatives and outreach

# Non-Profit Benchmarking

- Benchmarking from St. Jude's, Habitat for Humanity, Special Olympics, National Wildlife Federation, Easter Seals
- These national organizations all steer volunteers to the national website
  - Some have applications available online
    - With significant upfront information about the program and volunteering requirements
    - With a large amount of requested prospect information
  - All have links to local offices/affiliates
    - Indicating communication about prospects is directed quickly to local coordinators

# Key Requirements and Priorities

## Priorities Established for 2009

- Reduced cycle time from prospect to PVC/Split state
- Web based solution
- Accurate contact information
- “Self service” process and volunteer information
- Program tracking
- Enhanced transfer of volunteer information to VMIS
- Leadership reports concerning recruit demographics, email, contact information, source data
- Table driven content
- Scalable
- Work flow tracking
- Response, “escalation” reporting

# Phased Implementation

- Phase 1
  - Enhanced web based prospect application, response
  - Direct routing of prospect information to State/Split State leaders, PVC
  - Initial data collection and analysis
- Phase 2
  - Prospect database developed
  - Further enhancement of web application
  - Retention of Prospect application information
  - Web based Workflow management and tracking
  - Enhanced Reports and analysis
  - Enhanced availability and upload of prospect information to VMIS

# Key Delivery Dates

Focus and web based system development enables projected delivery of much of the required functionality for the coming season

- Enhanced web based prospect application/information – July/August '09
- Application information sent directly to State/Split PVC/Leaders – July/August '09
- Prospect database; Web based workflow and “My Prospect” Web form for Volunteer leaders; Upload prospect information
  - Presentation at Summer SMT
  - System Testing – August '09
  - Communication/Training – September/October '09
  - Implementation – September/October '09
  - Leadership Reporting and Analysis – September/October '09

# Phase 1

- New web based application form placed made available on [www.aarp.org](http://www.aarp.org)
  - Important information categories, such as computer and tax skills, experiences and abilities, were included.
- Completed applications were largely automatically emailed to PVCs and/or SCs
  - In some cases, the national office was facilitating routing but the time between an application and the delivery of this information to the proper volunteer leader was dramatically reduced.
- The effective recruitment programs ongoing at the national and local levels have produced recruitment levels much higher than previous records
  - Over 1,000 new prospective volunteers completed applications
- Initial data collection has occurred

# Phase 1 Sample Data

- **Computer usage:**
  - Somewhat: 10%
  - Often: 72%
  - Expert: 18%
  
- **Age distribution:**

20's:	6%	55-59:	22%
30's:	4%	60-64:	20%
40's:	8%	65-69:	18%
50-54:	10%	70-76:	12%
  
- **Race:**
  - Caucasian: 74%
  - Black: 12%
  - Latino: 8%
  - Asian: 4%
  - No response 2%
  
- **Education:**
  - High School: 8%
  - Post High School: 32%
  - College: 32%
  - Post College: 28%

# Volunteer Involvement

- 4 Volunteer Titles will be included in this Phase 2 implementation
  - SC
    - Can review, process, manage workflow, assess prospects, route prospects to other Volunteer leaders for review and pull reports
  - PVC
    - Can review, process, manage workflow, assess prospects, route prospects to other Volunteer leaders for review
  - DC
    - Can review, process, manage workflow, assess prospects, route prospects to other Volunteer leaders for review
  - ADS
    - Can review, process, manage workflow, assess prospects, route prospects to other Volunteer leaders for review and pull reports

# Phase 2 Overview

- Web based Registration and System Access
  - No special access or certification required for volunteer leaders involved in the process
    - Note: Must be PVC, SC, DC, ADS title in VMIS
- Prospect Application on the web available 7X24
  - Information requests enhanced from Phase 1
  - Only limited number of required fields, at the applicant discretion
- E-mail Notification to Leader
  - Instant notification to PVC, SC upon applicant submission

# Phase 2 Overview

- Applicant Information Routing
  - Routed to the PVC, Split State organization based on zip code
  - Can also be “re-routed” to other leaders, areas
- Accessing Your Applicant Information
  - Click on a link in the email notification to access system and prospect information over the web
- Applicant Information Review
  - All applicant information, and any additional information added by Leaders is instantly viewable over the web
- Statusing of Applicant Review Activity
  - Identification of prospect for acceptance, rejection or delay status as a permanent Volunteer, ready for training

# Phase 2 Overview

- Automatic Email Notification
  - When prospect status is changed or prospect information “re-routed”
- Workflow Management and Monitoring
  - Leaders can identify status of applicant process and response time or peruse prospective volunteer information
- Reports and Analysis
  - Five reports available to SC, ADS via VMIS

# Phase 2 Systems Training

- Prospect Application
  - The four following screens show the application that prospects complete online
  - There are some required fields
    - Including all contact information fields and source data
  - All information which the prospect enters will be available to you in the Recruitment System and in VMIS

# Page 1 – part 1

Create The Good, Operation Energy Save, Volunteering for Boomers, Lend a Hand?AARP - Microsoft Internet Explorer provided by AA

http://localhost:8080/apps/CreateTheGood/taxaide/recruitment/aboutYou.action

AIM Search

File Edit View Favorites Tools Help

Convert Select

Search the Web Search AIM Mail AIM Express New IM IM This Page Set Status

Create The Good, Operation Energy Save, Volunteeri...

Home Tools

## AARP TAX-AIDE

\* denotes required fields

1. About You 2. Additional Information

### Tell us about yourself.

\*Name:

\*Street Address 1:

Street Address 2:

\*City/Town:

\*State:

\*ZIP Code:

\*Phone: (  )  (xxx) xxx-xxxx

\*E-mail Address:

How can we best contact you?  (0 characters/500 allowed)

You can enter 500 more characters.

\*How did you learn about the program?

### Tell us how you can help!

Have you ever completed your own or someone else's tax return?

How comfortable are you using a computer?

Done Local intranet 100%

# Page 1 –Part 2

Create The Good, Operation Energy Save, Volunteering for Boomers, Lend a Hand?AARP - Microsoft Internet Explorer provided by AA

http://localhost:8080/apps/CreateTheGood/taxaide/recruitment/aboutYou.action

AIM Search

File Edit View Favorites Tools Help

Convert Select

Search the Web Search

AIM Mail AIM Express New IM IM This Page Set Status

Create The Good, Operation Energy Save, Volunteer...

Home Tools

**Please tell us about your previous volunteer experience/positions held.** (For example: Red Cross responder, Boy Scouts leader)

(0 characters/500 allowed)

You can enter 500 more characters.

**Please list your previous employers and your job title.**

	Name of the Employer	Job Title	
1	<input type="text"/> lookup	<input type="text"/>	<a href="#">click to add more</a>

**Are you fluent in any language other than English?** Yes

**Please tell us which you speak fluently.** (Check all that apply.)

<input type="checkbox"/> Arabic	<input type="checkbox"/> German
<input type="checkbox"/> French	<input type="checkbox"/> German
<input type="checkbox"/> Greek	<input type="checkbox"/> Hebrew
<input type="checkbox"/> Hindi	<input type="checkbox"/> Italian
<input type="checkbox"/> Japanese	<input type="checkbox"/> Korean
<input type="checkbox"/> Mandarin	<input type="checkbox"/> Portuguese
<input type="checkbox"/> Russian	<input type="checkbox"/> Sign Language
<input type="checkbox"/> Spanish	<input type="checkbox"/> Tagalong
<input type="checkbox"/> Vietnamese	

**When could you be available to help?** (Check all that apply.)

<input type="checkbox"/> Weekdays
<input type="checkbox"/> Evenings
<input type="checkbox"/> Weekends

What is your year of birth?  (YYYY)

[CONTINUE](#)

# Page 2- Part 1

Create The Good, Operation Energy Save, Volunteering for Boomers, Lend a Hand?AARP - Microsoft Internet Explorer provided by AA

http://localhost:8080/apps/CreateTheGood/taxaide/recruitment/additionalInfo.action

AIM Search

File Edit View Favorites Tools Help

Convert Select

Search the Web Search AIM Mail AIM Express New IM IM This Page Set Status

Create The Good, Operation Energy Save, Volunteer...

HEALTH MONEY LEISURE DIFFERENCE FAMILY COMMUNITY MEMBERSHIP

ISSUES & ADVOCACY VOLUNTEERING CHARITABLE GIVING ASSISTANCE & OUTREACH

## AARP TAX-AIDE

### Additional Information

This section seeks information about you. We use this information so that AARP Tax-Aide can get a better understanding of the background of its volunteers. This information allows us to ensure our volunteer programs appeal to people of varying backgrounds and also allows us to improve recruitment and planning. We value diversity and appreciate you sharing this additional information.

1. About You 2. Additional Information

**What is your ethnicity?**

- American Indian or Alaskan Native
- Asian/Pacific Islander
- Black or African American
- White/Caucasian
- Hispanic/Latino

**What is the highest education level you have completed?**

**What is your current employment status?**

**Do you have any disability or chronic condition that keeps you from fully participating in work, school, housework, and other activities?**

**In the past 10 years, have you been convicted of a crime? (A "Yes" is not an automatic disqualification.)**

**If yes, please provide additional information, such as the charge, date and location (Town/City, State).**

(0 characters/500 allowed)

Done

Local intranet 100%

# Page 2 – Part 2

Create The Good, Operation Energy Save, Volunteering for Boomers, Lend a Hand?AARP - Microsoft Internet Explorer provided by AA

http://localhost:8080/apps/CreateTheGood/taxaide/recruitment/additionalInfo.action

File Edit View Favorites Tools Help

Convert Select

Search the Web Search AIM Mail AIM Express New IM IM This Page Set Status

Create The Good, Operation Energy Save, Volunteeri...

Do you have any disability or chronic condition that keeps you from fully participating in work, school, housework, and other activities?

Select...

In the past 10 years, have you been convicted of a crime? (A "Yes" is not an automatic disqualification.)

Select...

If yes, please provide additional information, such as the charge, date and location (Town/City, State).

(0 characters/500 allowed)

You can enter 500 more characters.

Anything else you would like us to know:

(0 characters/500 allowed)


You can enter 500 more characters.

[SUBMIT MY APPLICATION](#)

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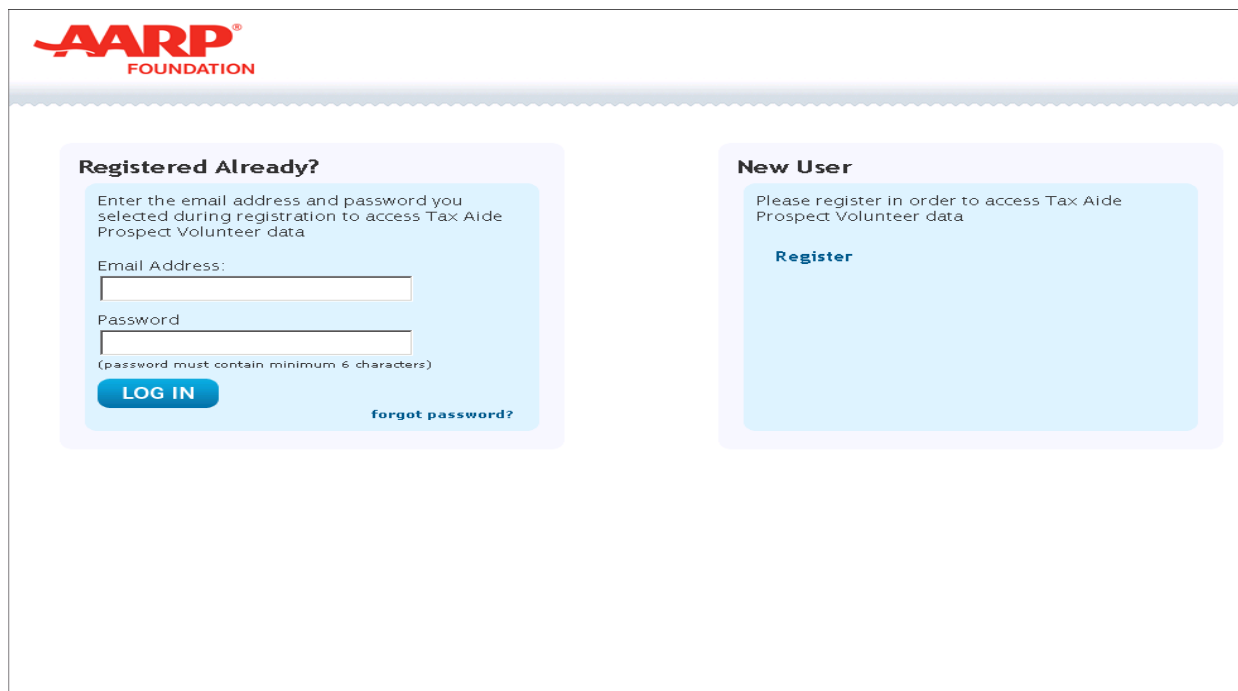
Done Local intranet 100%

# What Prospect Receives

- Once a prospect has completed the web form, they receive a message that thanks them for their interest and gives them a contact email address (at National office) to use if they need additional information or help

# Phase 2 Systems Training

- Registration and System Access
  - When accessing the system for the first time, you will go to <https://volunteers.aarp.org/taxaide/internet/> (also available on extranet)



**AARP**  
FOUNDATION

**Registered Already?**

Enter the email address and password you selected during registration to access Tax Aide Prospect Volunteer data

Email Address:

Password  
  
(password must contain minimum 6 characters)

**LOG IN** [forgot password?](#)

**New User**

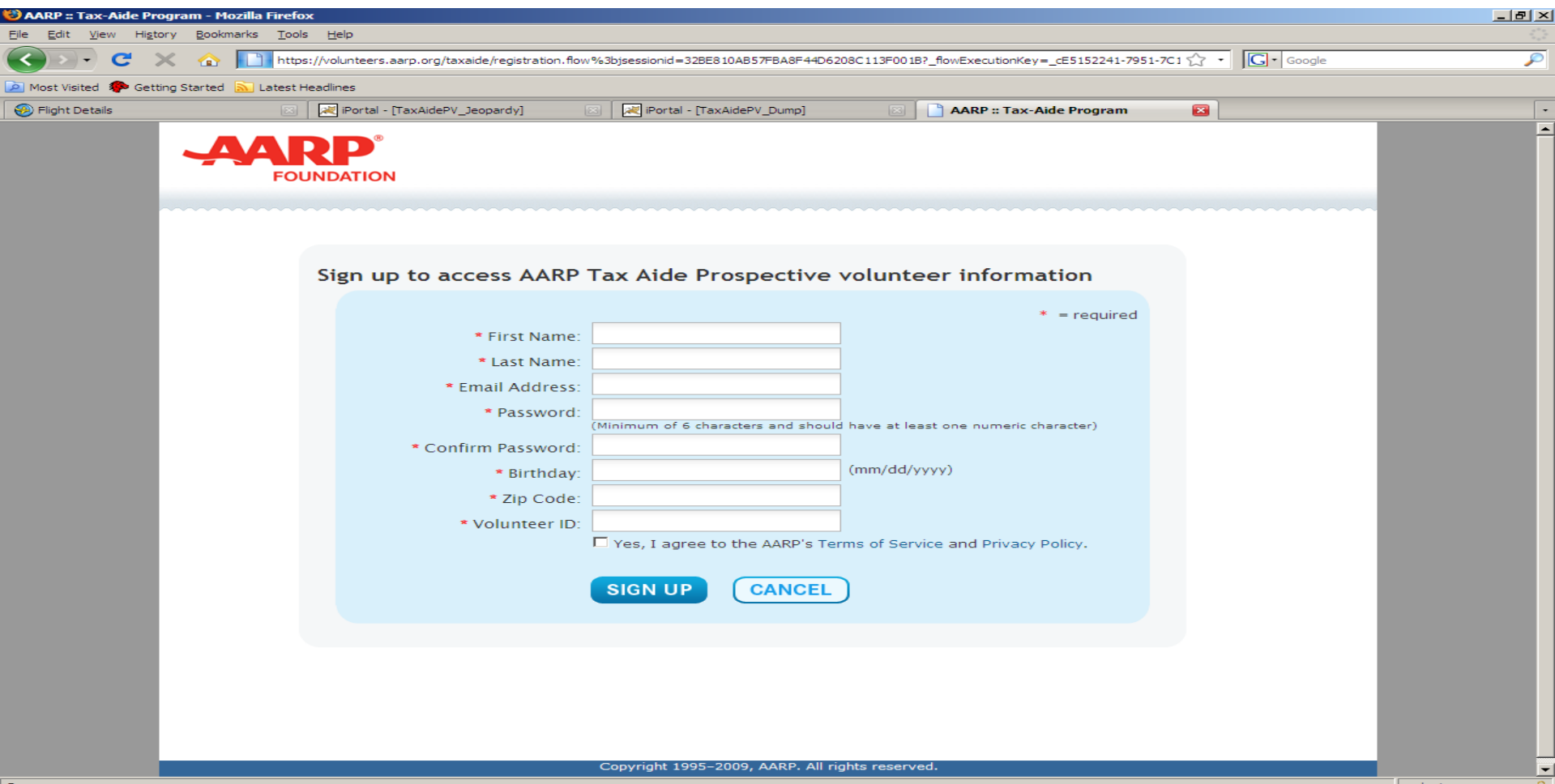
Please register in order to access Tax Aide Prospect Volunteer data

**Register**

- For subsequent visits, you will use the “Registered Already?” box

# Phase 2 Systems Training

- Registration and System Access
  - After clicking Register, the following screen will appear.
  - All fields are required and once they are filled out, click Sign Up



The screenshot shows a Mozilla Firefox browser window displaying the registration page for the AARP Tax-Aide Program. The browser's address bar shows the URL: `https://volunteers.aarp.org/taxaide/registration.flow%3bjsessionid=32BE810AB57FBA8F44D6208C113F001B?_flowExecutionKey=_ce5152241-7951-7C1`. The page features the AARP Foundation logo at the top left. The main content area is titled "Sign up to access AARP Tax Aide Prospective volunteer information". Below the title is a registration form with the following fields and instructions:

- \* First Name:
- \* Last Name:
- \* Email Address:
- \* Password:  (Minimum of 6 characters and should have at least one numeric character)
- \* Confirm Password:
- \* Birthday:  (mm/dd/yyyy)
- \* Zip Code:
- \* Volunteer ID:

At the bottom of the form, there is a checkbox labeled "Yes, I agree to the AARP's Terms of Service and Privacy Policy." and two buttons: "SIGN UP" and "CANCEL". A legend indicates that an asterisk (\*) denotes a required field. The browser's status bar at the bottom shows "Copyright 1995-2009, AARP. All rights reserved." and the URL `volunteers.aarp.org`.

# Phase 2 Systems Training

- Confidentiality and Privacy Notice
  - Similar to existing and required notices
  - Clicking on “Agree” will bring you into the system



Logged in as: Ronica Krishnan | [Log out](#)


## CONFIDENTIALITY AND PRIVACY POLICY

In accordance with AARP policy, use of this application and data is restricted. Only AARP Tax Aide volunteers and other system users who have a legitimate job-related need to use VMIS information, files or records are authorized to access such information. It is a violation of AARP Policy to access, use, duplicate, alter, or disclose AARP information for reasons not related to job duties and without appropriate authorization. Use of this system can and may be monitored.

I AGREE

CANCEL

Copyright 1995–2009, AARP. All rights reserved.

 Trusted sites

# Email Notification to Volunteer Leader

- When a prospect volunteer submits an application the PVC will receive an email notification
  - Routed to the email address present in VMIS
  - ADS and SC will be copied
  - A URL link will in the body of the email that will take the PVC, SC or ADS to the system registration page

# Applicant Information Routing

- Applicant information will automatically be routed to the AARP Tax-Aide organization consistent with the zip code provided by the prospect
  - All applicant information provided
  - Initially accessible by the Split State PVC, ADS and SC
  - Screen will also provide a summary view of the status of all applications within a Split State or District

After successfully logging into AARP Tax-Aide Recruitment System by Users (DC/SC/PVC/ADS) the following recruitment main page is displayed.



Logged in as: Arthur Welch | Log out

## AARP TAX AIDE - PROSPECTIVE VOLUNTEERS

**i** Split State: **VA1**  
 State Coordinator **Arthur Welch**  
 State Coordinator Email: **ARTWELCH@MSN.COM**

ADS: **Robert Erskine**  
 ADS Email: **rfe001@gmail.com**  
 PVC: **Joyce Blanton**  
 PVC Email: **wblanton@cox.net**

Click on prospective volunteer name to view the details.  
 To filter prospective volunteers, select the status criteria and click the 'Filter' button.

Show prospective volunteers by status:

[Print Prospective Volunteers List](#)

Name	Phone	Email	<b>i</b> Submitted On	<b>i</b> Status
swarna kavi	(222)222-2222	skavi@aarp.org	08/25/2009	Pending
swarna kavi	(234)456-7980	skavi@aarp.org	08/25/2009	Pending
VishTestEnv One	(123)456-7890	aarp@aarp.org	08/25/2009	Pending
VishTestEnv Six	(123)456-7890	aarp@aarp.org	08/25/2009	Pending
VishTestEnv Four	(123)456-7890	aarp@aarp.org	08/25/2009	Pending
VishTestEnv Five	(123)456-7890	aarp@aarp.org	08/25/2009	Pending
VishTestEnv Three	(123)456-7890	aarp@aarp.org	08/25/2009	Pending

# Applicant Information Review

- To review the applicant information and status of the review of the prospect's application, it is a simple "one click" activity
  - Simply click on the name you want to view
    - Perhaps filtering by the "status" you want to see
      - **Approve** – Prospect is approved to become a volunteer and can be scheduled for training, all assessment activity is completed
      - **In Progress** – Activity to assess prospect is underway but is not yet complete. For example, we are having a problem reaching the applicant or more information is required
      - **On Hold** – Activity to assess the prospect is complete but you want to put the decision on hold until a later time perhaps because no positions are available or the volunteer will be out of the area during the season
      - **Reject** – Assessment is complete and the prospect will not become a volunteer

By clicking on any existing prospective volunteer in the queue the following screen with detail prospective volunteer page is displayed.



Logged in as: Arthur Welch | Log out

AARP TAX AIDE - PROSPECTIVE VOLUNTEERS

**i** Split State: **VA1**

ADS: **Robert Erskine**

ADS Email: **rfe001@gmail.com**

PVC: **Joyce Blanton**

PVC Email: **wblanton@cox.net**

State Coordinator: **Arthur Welch**

State Coordinator Email: **ARTWELCH@MSN.COM**

**i** Prospect Name: **VishTestEnv Three** Age: 0 (123) 456-7890 aarp@aarp.org

123 silk court lee st 2466 Herndon , VA - 20171

**i** **Volunteer Experience**  
12 years

**i** **Work Experience**  
Apple - VP

**i** **Volunteering related information**  
**Availability:** Weekends

**i** **Personal Information**  
**Languages Known:** Greek  
**Ethnicity:** Asian/Pacific Islander  
**Highest level of education:** Less than high school  
**Current Employment Status:** Not Employed  
**Any disability or chronic conditions?** Yes  
**Any convictions of crime?** Yes

**Baron Doe**  (240)111-2222  doe1@aarp.org

4 Main St. Rockville, MD - 20850

**Volunteer Experience**

I have been volunteering as a Red Cross responder for more than five years. I also volunteer regularly for the events at St. Pauls' church in Rockville

**Work Experience**

InfoSys Corporation - Project Manager  
 Trade Corporation - Business Lead  
 Best Integration Systems - Business Lead  
 Analyzer - Requirements Analyst

**Volunteering related information****Availability:** Evenings, Weekends**Learned about volunteering at:** Volunteer sign in the community; Asked another volunteer; AARP.org web site**Ever done tax returns:** Yes**Comfort levels using computer:** Very comfortable**Please select District Coordinator**Select Would you like to review this volunteer?  No  Yes

- Approve.** Viable, tax training and/or other training to be scheduled
- Reject.** Not a viable candidate at this time
- On Hold.** Unable to decide at this time

**Personal Information****Languages Known:** English, Hebrew, Spanish, Sign Language**Ethnicity:** Hispanic**Highest level of education:** High School Graduate**Current Employment Status:** Full Time employee**Any disability or chronic conditions?** No**Any convictions of crime?** No**Volunteer additional information**

I maintain volunteer group "Time to Volunteer" on Facebook

**State specific comments:**

**Comments:**

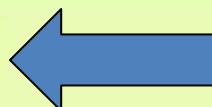
# Routing of Applicant Information to Other Volunteer Leaders/Areas

- At times, or depending on local procedures, an applicant may need to be routed to another volunteer leader or area
- There are two options available for this routing
  - Route to District Coordinator within your Split State organization
    - Available directly on the applicant information screen
  - Route to a different Split State organization
    - Also available on the applicant information screen

### AARP TAX AIDE - PROSPECTIVE VOLUNTEERS

**i** Split State: **VA1**

change splitstate



State Coordinator: **Arthur Welch**

State Coordinator Email: **ARTWELCH@MSN.COM**

ADS: **Robert Erskine**

ADS Email: **rfe001@gmail.com**

PVC: **Joyce Blanton**

PVC Email: **wblanton@cox.net**

**i** Prospect Name: **VishTestEnv Three**

Age: 0

(123) 456-7890

aarp@aarp.org

123 silk court lee st 2466 Herndon , VA - 20171

#### **i** Volunteer Experience

12 years

#### **i** Work Experience

Apple - VP

#### **i** Volunteering related information

**Availability:** Weekends

#### **i** Personal Information

**Languages Known:** Greek



**Ethnicity:** Asian/Pacific Islander

**Highest level of education:** Less than high school

**Current Employment Status:** Not Employed

**Any disability or chronic conditions?** Yes

**Any convictions of crime?** Yes

**Baron Doe**  (240)111-2222  **doe1@aarp.org**

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I have been volunteering as a Red Cross responder for more than five years. I also volunteer regularly for the events at St. Pauls' church in Rockville

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 Best Integration Systems - Business Lead  
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I maintain volunteer group "Time to Volunteer" on Facebook

**State specific comments:**

**Comments:**

# Automatic Email Notification

- Automatic Emails will be generated during key process steps
  - Applicant notified after activity status input into the system
    - **Approved** – Applicant notified of approval and that they will be contacted for future training
    - **Reject** – Applicant notified and message concerning additional volunteer opportunities (“Create the Good”) notification sent
    - **On Hold** – Applicant notified of status and future opportunity
  - “Re-routing” status
    - Similar notification message to District Coordinator or new Split state PVC, SC

# VMIS Changes and Modifications

- New “Recruitment” tab will now appear in VMIS
  - “One Step” assigning titles, supervisors and certifications
  - Can input “application” information directly as an alternative to web
    - Accessible by ADS
  - Approval for volunteer assignment
- New reports in VMIS
- Additional changes will be covered with ADSs

# Reports

## Awaiting Assignment Report

- Lists all prospects that have been approved to be scheduled for training
- Useful for getting numbers for training and to see how many potential volunteers you have

## Jeopardy Report

- Shows who the prospects are and the number who have had no contact from a volunteer, indicating a lack of communication
- Listed by number of days that have passed since they self-identified

# Reports

## Source Report

- Shows how prospects have answered question about how the prospect learned about AARP tax-Aide
- Useful for determining optimal vehicle for attracting future prospects

## Volunteer Dump Report

- Similar to other dump reports
- Includes all categories on the prospect application and on the web form
- Shows the “work flow” entries of each prospect

## Volunteer Entry Report

- Report of prospects, showing if they came from the web or form ADS entry

# Help Desk and Information Resources

- Help desk contact information displayed in system
- Presentation, Registration Instruction, System Guide, “Frequently Asked Questions” documentation accessible on Volunteer Extranet
  - [www.aarp.org/tavolunteers](http://www.aarp.org/tavolunteers)
    - Should be placed by 10/6/09
- Copies also emailed to SC, ADS, PVC and DCs, provided at regional meetings
- Senior Volunteer Technicians also are a resource

# Next Steps

- System available via volunteer extranet ([www.aarp.org/tavolunteers](http://www.aarp.org/tavolunteers)) on 10/2/05
  - Links placed on “Hot Topics”
- Can also link via <https://volunteers.aarp.org/taxaide/internet/>
- Register when accessing system for first time
- Volunteer applications will be accessible as they are received
  - Currently we are receiving 40 –50 new applications each day
- Recommended that locally recruited prospects also use web application, process
  - Provides you with a more complete database, view of new volunteer efforts and personnel