

# Student Volunteer Programs: The Benefits of Diversifying Your Workforce

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# Creating a Diverse Workforce





# DFW Airport Teen Navigator Program Mission

To provide young people an opportunity to volunteer their services at DFW Airport by serving as Skylink Navigators who welcome, guide and direct travelers as they move through the Airport.



# DFW Airport Navigator Overview

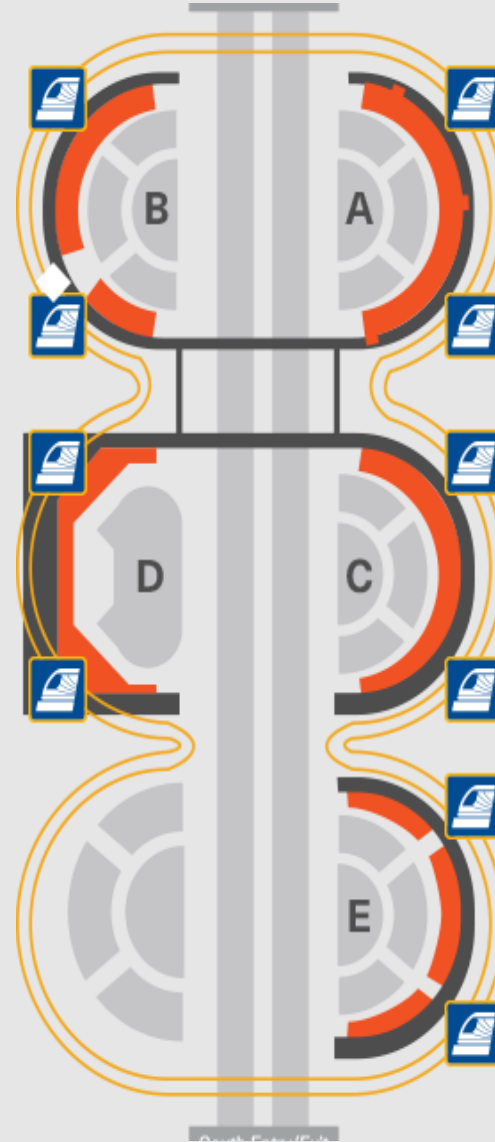
Work mainly in the Skylink people mover stations and aboard the trains.

Assist the traveling public with timely and accurate information as needed to help them navigate their way through the Airport.

Supplement Ambassador presence in the terminals.

Work independently or in teams.

Are asked for a one-year commitment to volunteer a minimum of two 4-hour shifts per month.



# DFW Airport Navigator Profile



Average  
Age  
**16**



**23**  
Foreign  
languages  
spoken fluently



**38%**  
Interested in aviation industry  
careers after graduation

**DFW**



**29%**  
Reside less than 10  
miles from the Airport



**49%**  
Males

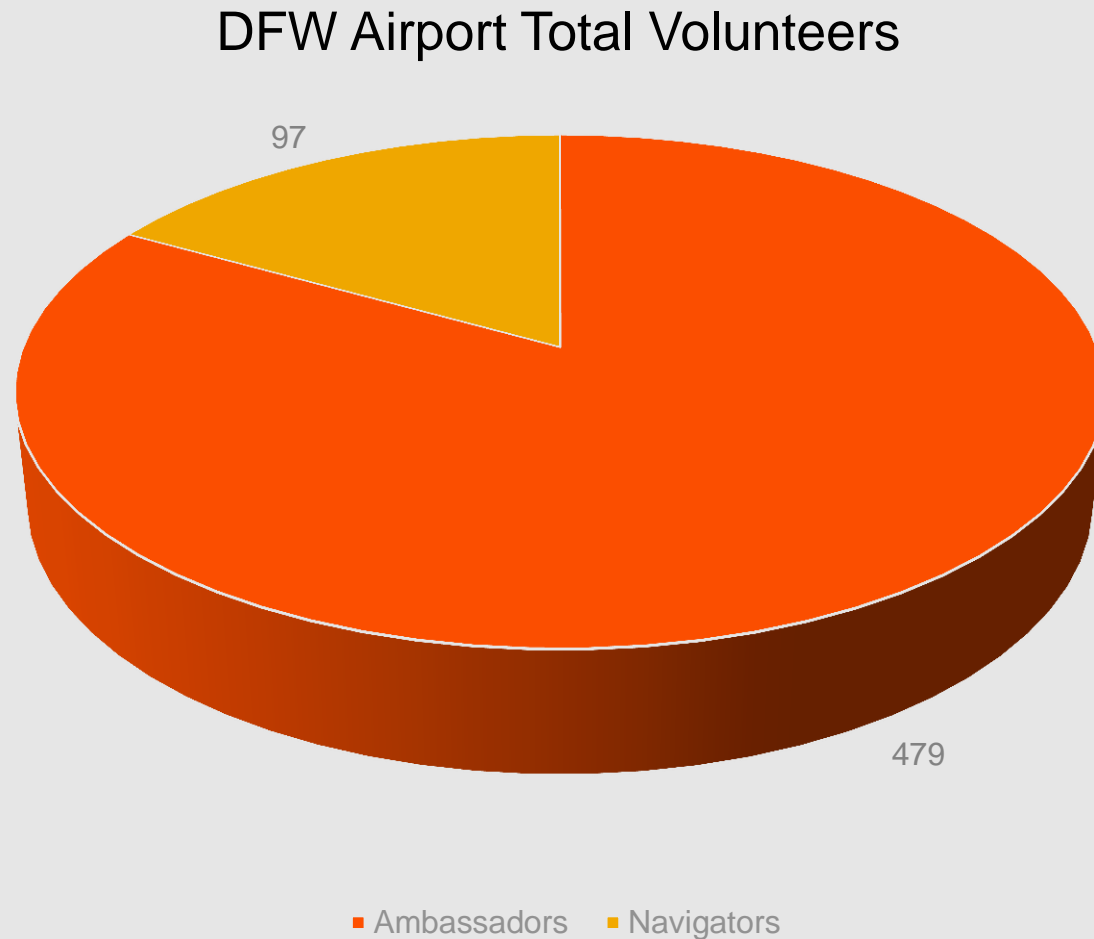


**51%**  
Females

**51%**  
Volunteer  
more than  
one-year  
initial  
commitment



# Navigators make up nearly 17% of DFW Airport's Ambassador volunteer program.



**5,672  
Volunteer  
Hours**

**Assisted  
500,000  
passengers**



# Volunteer Ambassador Program



# Ambassador Program

- 90 volunteers
- 22 countries
- 14 languages
- Dog therapy program
- Age range 16-83
- 20% students
- 8 information booths
- 3 trolleys





# Volunteer Duties

- Man information counters
- Drive trolleys (except for students)
- Roam the terminals
- 4 – hour shifts
- 100 annual hours preferred



# Student Volunteer Program

- Since the inception of our Volunteer Ambassador Program 21 years ago, FLL accepts students as young as age 16 who demonstrate the maturity to participate in a dynamic airport environment, as they perform the same duties as adults
- 8 student volunteers are currently enrolled in high school, college, or dual enrollment (less than 10%)
- Students adapt easily to change, are excited to be at the airport, eager to discover life-skills they consider useful, and appreciate the multi-generational interaction (ages 16-93)



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# Building Your Student Team





# Student Volunteer Program

- High school graduation requirement; many colleges offer course credit for volunteer hours. We attend events targeting these audiences, arrange presentations at local colleges with courses of study pertaining to aviation and its supporting industries; maintain contact with student advisors
- Word of mouth brings us the most successful candidates, followed by internet searches. Frequent travelers, and employee children apply
- Applications not immediately accepted if parents inquire about 'opportunities at the airport' – student must follow up



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# Navigator Recruitment Strategy

Largest group comes from word of mouth - friends bringing friends

Schools career and volunteer fairs

Other organizations:

BSA, NHS, Civil Air Patrol, IB schools, religious and private schools

Community volunteer agencies

Ambassador parents

Children of employees (Airport and airlines community)



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Bachillerato Internacional



ISLAMIC SCHOOL OF IRVING  
*Today's Learners Tomorrow's Leaders*



DFW

# Navigator Training

Same training as Ambassador Volunteers:

- Two full days of class training
- Self conducted exploration (scavenger hunt)
- On the job training in the terminal Skylink stations





# Recruiting and Training

- Community events
- Aviation-based schools/programs
- Word of mouth
- High schools and colleges
- Children of employees



# Recruiting and Training

- Interview and two references
- Fingerprint and background check
- SIDA/multi-agency class
- Volunteer training (12-16 hours)
  - Side-by-side training
  - Scavenger hunt
  - Customer service video





# Challenges





# Student Volunteer Program

Challenges: Scheduling for training and special events giving students opportunities to participate, attrition - often students not interested in aviation careers complete their service requirements and leave the program.

Retention: Parking, public transportation passes (BCT and Tri-Rail), gas cards, special projects, respect for their on the job decisions.



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# Challenges

- Schedules
- School activities
- Badging process
- Transportation
- 15% attrition ratio offset by recruiting







# NATIONAL VOLUNTEERISM WEEK

APRIL 23-29, 2017

Volunteer Call  
305-876-7724

## Retention

- Annual volunteer gala
- Thanksgiving luncheon
- Outings/tours
- Community service hours
- Free parking while travelling
  - after 100 hours





# Navigator Retention Strategy

Navigators are invited to:

- Training
- Certifications (CPR)
- Outings
- Tours
- Special Events
- Graduation celebration

Awarded community service hours

Building communication and interpersonal skills

Awards, prizes and recognition



# Enhancing the Guest Experience – Innovative and Effective Ideas





# Effective Use of Students •

- Information counters
- Roaming
- Office assistance
- Special events





# Advantages of Student Volunteers

- Enthusiastic
- Resourceful
- Tech-savvy
- Flexible
- Solution-oriented



# Navigators Enhancing Customer Experience

Supplementing Ambassador volunteers in the terminals

Assist with foreign languages

Office projects

Special events

Supplies and resources distribution

Community engagement events





# Student Volunteer Program

Daily Operations: Students are expected to fill the same positions as adult volunteers, and are offered the supporting continuation training to meet this expectation



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# Easy Steps to Launch a Student Volunteer Program



# Starting a new student volunteer program?

Focus on 3 key components

- Targeted Recruitment
- Create the right opportunity for the volunteers
- Appropriate training



# Recruit Outside of the Box

Teens prefer to volunteer with:

- Their parents
- Their closest friends
- Their peers

Recruit from places that teens are typically found... special interest groups, schools, religious youth groups, sports activities and extracurricular activities



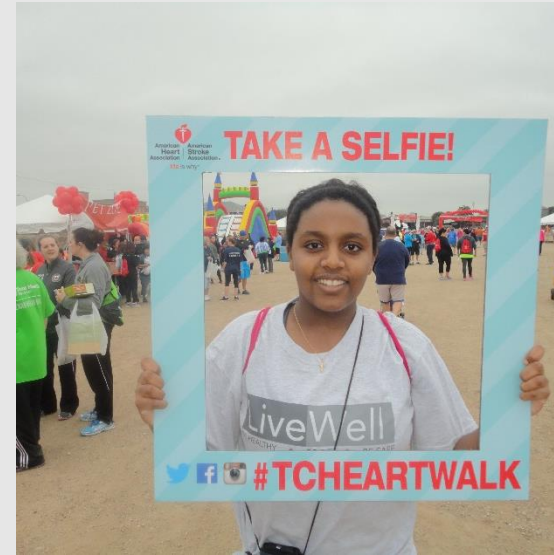


# Create the “Right” Environment

Teens are finding volunteering empowering when they are given the opportunity to:

- Build self-esteem
- Widen their social circle
- Explore and discover interests
- Gain work experience

Focus on these needs and teens will be eager to be a part of your program



# Customize training for teen volunteers

- ☐ Pick a good time
- ☐ Adapt handout materials
- ☐ Assign a volunteer mentor
- ☐ Get to know the parent(s)
- ☐ Encourage questions
- ☐ Be thorough
- ☐ Build in physical activity
- ☐ Keep it informal





# Tips for Starting a Program

- Determine the needs of your airport
- Adapt to student's availability and school requirements
- Build rapport with teachers/counselors
- Help them feel and see their impact on others





**Nathan recently  
learned he was  
accepted by  
Embry-Riddle  
Aeronautical  
University, Daytona  
Beach, Florida**



“Being an FLL Ambassador is one of the best decisions I've made! Not only do I get to work with amazing people, I also get to gain experience with customer service, security, aviation, and management! I've worked with Deborah since the Summer of 2018 and from the first day of my shift, she's been a wonderful asset to the airport! She's the nicest, funniest, and most supportive person I know! I'd like to thank her for giving me the opportunity to experience what it's like in the real world. I'd like to also thank FLL for helping me get to my dreams as a commercial pilot, one step at a time.” – Nathaniel

“The Airport Ambassador program at FLL has truly been an amazing experience for me. This program has given me professional development in my communication and interpersonal skills and opened many doors for me giving me opportunities that I never thought I would ever be able to achieve. Working in an airport setting has helped me set a career pathway for my future and has shaped me to be person I am today.”  
–Corey :)



**After completing his FLL summer internship, Corey learned Administration was more where he wanted to focus, Planning and Business Development being the draw**



Don't ask:

"What will this teen give to our program?"

Instead ask:

"What can this volunteering opportunity give to this teen?"

# Questions?

