



# SERVICEUNITES

Conference on Volunteering and Service

Atlanta, Georgia • June 16-18, 2014

## **Mobilizing Middle Management in Community Engagement Programs**

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# Welcome and Opening Remarks

**Karen Davis**

Vice President, Community Relations  
Hasbro

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# Who are “Middle Managers”?

- Middle managers make up a growing share of the U.S. workforce—they represent 10.8 million workers, or 7.6 percent of the labor force.
- Face competing demands of pleasing and meeting the needs of senior executives and direct reports.
- Different company to company but share the same values
  - A lot of responsibility, often not enough authority
  - Responsible for department objectives but also employee morale, productivity, professional development and attrition.
- For us this, group is critical
  - Blockers or ambassadors

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# Employee Volunteerism



**Four hours** of paid time off per month to volunteer with children

**75%**

Participation



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**35** Countries  
**119** Service Projects Organized  
**11,500** Volunteer Hours  
**100+** Organizations

**82,000** Children Impacted

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# Middle Mgt. Involvement



Team Building

Leadership  
Development

Hope Committee

Non Profit Board  
Leadership

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# Employee Recognition



Community Chest  
Presidential Service  
Awards

Company Intranet

Hasbro Hero

Dept. and country  
recognition at high level  
events



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MailChimp, McKenna Long & Aldridge LLP, The Home Depot Foundation and  
r State Street Corporation.

# Mobilizing Middle Management in Community Engagement Programs: A Design Lab

**Udaiyan Jatar**  
Founder & CEO  
Blue Earth Network  
@udaiyanjatar  
@blueearthnetwrk

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# Roundtable Discussions: Mobilizing Middle Management in Community Engagement Programs

Questions 1 and 2: (2:45-3:05pm)

What are your aspirations for mobilizing middle management at your company around volunteerism?

What are the barriers?

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# Roundtable Discussions: Mobilizing Middle Management in Community Engagement Programs

Question 3: (3:05-3:50pm)

How do we overcome the barriers?

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# Report Out and Closing

**Eric Garvey**

Community Relations

Target

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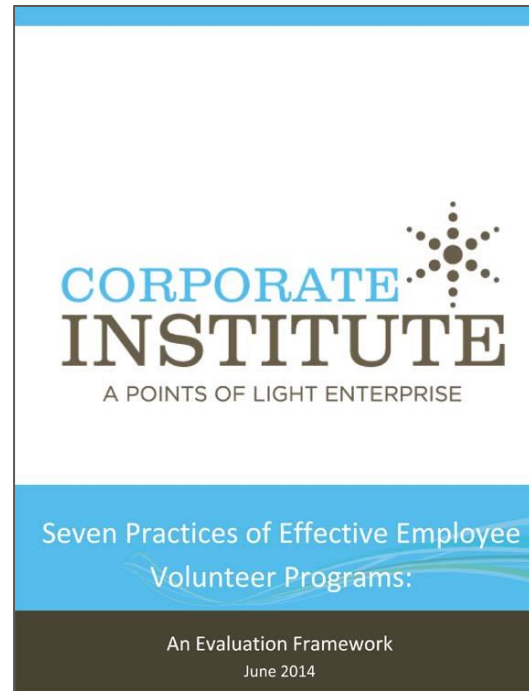


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# New Resource from the Corporate Institute!

*Access the seven practices and corresponding measures that will help you ensure that your employee volunteer programs are effective and valuable for your company, your employees and the communities in which you live and work.*



[www.pointsoflight.org/corporate-institute/resources/measurement](http://www.pointsoflight.org/corporate-institute/resources/measurement)

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