Community Leadership Motivation

Motivational Desires that Influence Community Development Leaders Holding Leadership Roles in Rural Communities

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L. Kelly Nix, PhD
The volunteer rate in West Virginia is declining. Because good leadership is a key to strong community, it is imperative to understand what motivates individuals to be community leaders for successful leader recruitment, placement and retention.
1. What are the motivational desires possessed by volunteer community leaders?

2. What are the factors that influence individuals seeking leadership roles in West Virginia communities?
Limitations

- The findings are limited to volunteers in WV
- The accessible population is not representative of all community development in WV
Review of Literature

- Demographic Characteristics
- Basic Motivational Desires / Key Incentives
Demographic Characteristics

More likely to volunteer without pay (Hayghe (1991):

- 35–44 years of age
- College degrees
- Employed
- Higher income
Lindblom (2001) found:
- Asking someone to return a service
- Receiving free or discounted tuition
- Companionship
- Opportunities to volunteer as a group

Rouse and Clawson (1992) found:
- Making a difference in their community
- Affiliation

Culp (2009) found:
- More financially well off, educated, skilled & independent
- Want leadership opp that will work with their schedules
Target population was a purposeful sample (N = 577) from the Community Development field:

- West Virginia Regional Planning & Development Council
- West Virginia Economic Development Council
- 285 survey’s were returned for a 49.4% response rate
West Virginia
Planning & Development Council
Regional Boundaries
Based on:

- 16 Basic Desires (Reiss, 2000)
- Two of the 16 motivational desires were not included in the study:
  - Romance
  - Tranquility
- Volunteer Functions Inventory (VFI) (Clary, 1998)
- Demographic questions (gender, age, race, paid vs non paid, previous training, needs for future training, educational background and level)
What do you think the % are for demographics?

- Gender?
- Age?
- Education?
- Work full time?
- Currently volunteering?
Basic Demographics

- 68.1% male
- 52.8% Baby boomers (1946–1964)
- 50% earned at least a 4 year degree
- 65% work full time
- 77.9% are currently volunteering
- 68% live and volunteer in rural/non-farm
- 77.9% were trained in leadership
- 88.7% do not receive payment for volunteering
- 63.9% volunteer for 2–4 organizations
Motivational Factors

- 76.6% – Desire to help the less fortunate
- 73.4% – The wish to learn more about one’s community

When asked to specify “other”:
- 13 respondents indicated community development
Reasons for not volunteering?
Reasons for not volunteering

- 90.2% – Time requirements
- 59.1% – Demands of job

When asked to specify “other”:
- 14 respondents indicated apathy
Involvement in Activities or Groups?
Involvement in Activities and/or Groups

- 82.2% – community service projects
- 76.6% – fundraisers
- 73.1% – involvement in government
- 69.6% – church

When asked to specify “other”:
- 14 indicated community development
- 13 indicated sports
- 12 indicated service organizations
Influences to Volunteer?
Influences to Volunteer

- 64.3% – friends
- 55.9% – family
- 49.7% – church

When asked to specify “other:”
- 13 indicated filling a need
- 8 indicated community improvement
What are the motivational desires possessed by volunteer community leaders?
#1. Motivational Desires

- Honor ($M = 3.03$)
- Idealism ($M = 2.96$)

Both desires were considered “strong”
- $3.5 - 4.0$ = very strong desire
- $2.5 - 3.4$ = strong desire
- $1.5 - 2.4$ = moderate desire
- $1.4$ and under = slight desire

In line with Reiss, 2002:
- Honor motivates people to place importance on duty
- Idealism motivates people to get involved and contribute for the improvement of humanity
Research Questions #2

What are factors that influence individuals seeking leadership roles in West Virginia communities?
# Factors That Influence

<table>
<thead>
<tr>
<th>Motivational Factors (Dependent Variable – nominal data)</th>
<th>Behavioral Desire(s) (Independent Variable – interval/ratio data)</th>
<th>Prediction (% accuracy)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exercise Important Values</td>
<td>Idealism &amp; Status</td>
<td>62.9%</td>
</tr>
<tr>
<td>Strengthen Social Relationships</td>
<td>Social Contact</td>
<td>60.5%</td>
</tr>
<tr>
<td>Grow and Develop Psychologically</td>
<td>Honor &amp; Curiosity</td>
<td>59.4%</td>
</tr>
<tr>
<td>Gain Career–Related Experience</td>
<td>Idealism</td>
<td>53.5%</td>
</tr>
</tbody>
</table>
#2. Exercise Important Values

Based on idealism and status, the researcher can predict with 62.9% accuracy if individuals in the community development field would volunteer in order to uphold exercising important values such as helping the less fortunate.
Based on honor and curiosity, the researcher can predict with 59.4% accuracy if individuals in the community development field will volunteer in order to grow and develop psychologically.
Based on idealism, the researcher can predict with 53.5% accuracy if individuals in the community development field will volunteer in order to gain career-related experience.
#2. Strengthen my Social Relationships

Based on Social Contact, the researcher can predict with 60.5% accuracy if individuals in the community development field will volunteer in order to strengthen their social relationships.
Implications/Recommendations

- Honor – provide plenty of work & organizational structure
- Idealism – create a work structure through leadership and partnership
- Understanding motivational desires will create effective recruitment, placement and retention – leading to stronger communities and quality of life
Your ideas for recommendations?

- Volunteer assessment tool
- ?
- ?

image of four individuals in a professional setting
Further Studies

- Investigate motivational factors that influence non-government individuals
- Determine motivational desires of candidates running for government offices
Questions?

Thank you for completing the survey!

Kelly.Nix@mail.wvu.edu
304.293.8680