Introductions

- **Name**
- **Country**
- **Role**
- **How long you have been affiliated with the Award?**
- **Does your country/organization have a Virtual Award Centre?**
- **What are you hoping to learn or take away from today's session?**

FORUM 2022 ROMANIA CLUJ-NAPOCA

Learning Objectives

- Learn about Virtual Award Centres (VAC) and its importance of driving Access to the Award

- Use Ghana and the United States Virtual Award Centre experience as a case study.

- Learn about models of Virtual Award Centres including their opportunities and challenges.

- Explore strategies of how Virtual Award Centres (VAC) might work in your country.

FORUM 2022 ROMANIA

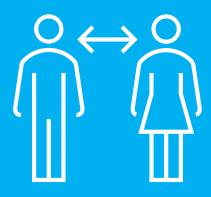**Virtual Award Centre Overview**

Question

How did you manage recruitment, engagement, support and participation in the Award during the COVID-19 lockdown?

Biggest challenge?

Biggest success?

Virtual Award Centres (VACs)

The Award was designed to be delivered through Award Centres.

Virtual Award Centres allows young people who are without Award Centres to get access and have the opportunity to do the Award.

How is a VAC Different?

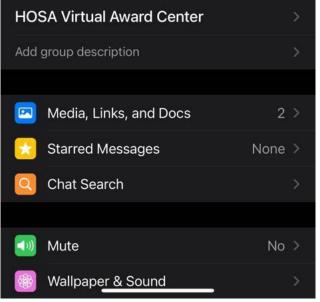|	Traditional Award Centre	Virtual Award Centre
Mentored	X	X
ORB	X	X
Self set goals	X	X
Adventurous Journey	X	X *
Assessors	X	X
Meetings in person	X	
Peer hangout time & connection	X	X *
Celebrate successes	X	X *

Why have a VAC?
Opportunities

- Enables participation in Award activities virtually considering the long-term impact of COVID-19

- Strengthens and supports youth development by providing a company of peers, adult helpers and communal activities in the virtual environment;

- A quick way to market the Award providing a less expensive way of delivery;

- Create a safe discursive environment on the internet and other social media platform;

- Provides young people with a space to positively connect with other young people beyond their community;

- Offers a range of remote support for young Award participants without boundaries.

Virtual Award Centre Ghana Case Study

Case Study – Ghana's VAC Virtual Youth Hub

- Created in 2020, the Ghana Virtual Award Centre (virtual youth hub) seeks to inspire young people to participate in the Award framework beyond the boundaries of location.

- Hosted by the NAO, the Centre is completely run virtually.

- Participants use it to hang out, meet friends and chat with youth workers and with other reliable adults.

- The centre is open to all young people, especially those outside licensed Award Centres (Island youth) – Award Beyond Boundaries!

- To date, it has enrolled and supported over 2,300 young people to participate in the Award with 730 Award gained.

The Technologies

- The Ghana Virtual Award Centre uses a variety of technology to provide services – Zoom for youth meetings, workshops, virtual exchanges, Instagram, Facebook, WhatsApp, Phone Calls, Bulk SMS etc

- We also use **Learning Management Systems** such as Google Classroom, Edmodo, Microsoft Teams, etc for Award activity preparation.

- Action ongoing to integrate it into our web pages

**Virtual Award Centre
USA Case Study**

FORUM 2022 ROMANIA CLUJ NAPOCA

VIRTUAL Award Delivery in USA

Starting in early 2017, Award USA has explored ways to span the entirety of the USA for service delivery across 3.8 million square miles and six time zones. The Virtual Award Center encompasses work with corporate partners through the Virtual Award Program started in 2017 as well as the Open Award Center opened in 2019.

FORUM 2022 ROMANIA CLUJ-NAPOCA

1

Award Centers

Operating Partners

Operating in 18 states and the District of Columbia with 34 Award Center partners.

2

Virtual Award Program

Corporate Partners/ Staff

Corporately hosted by HUB in Chicago and previously by multiple RSM offices in USA. Currently closing out with participants transferred to OAC.

3

Open Award Center

Alumni/NAO Staff

Virtual center operated by NAO staff and specifically 3-4 Alumni Award Leaders. Currently working with 264 youth from across the USA.

Case Study – USA
Initial Model: VAP with Corporate Mentors

- Engaged employee Award Leaders at 3 RSM offices nationally from 2017-2019, and the Chicago office of HUB starting in 2020.

- Trained over 30 volunteers and registered 68 participants through RSM. By the end of 2019, volunteers had stepped down and participants transitioned to Award USA staff as Award Leaders.

- In 2020, worked with 4 Award Leaders and 8 young people through HUB. One Award Leader converted to board member and one to donor.

RSM

Case Study – USA
Key Learnings: VAP with Corporate Mentors

FORUM 2022 ROMANIA

Positives

- Opportunity to engage corporate partners

- Deepens engagement and investment of corporate partner volunteers

- Revenue opportunity

+

Challenges

- Heavy NAO staff support and guidance

- Low ratio of corporate partner Award Leaders and Participants

- Lower participant growth potential

- Seasonal workload fluctuations and high staff turnover

=

Key Learnings

- Know the corporation and ensure alignment with their aims

- Need to maintain low ratio (1:2)

- Encouraged alternatives as we lack capacity to support volunteers at this ratio and offers limited participant growth

- Offer customized training tailored to their work calendar & provide ongoing support
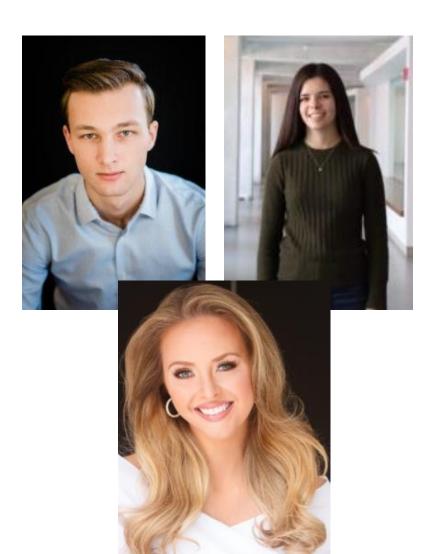
Modifications Made

- *Reduced ratios & paired leaders*

- *Grouped by Award level and time zone*

- *Customized training and schedule*

- *12-month commitment*

Case Study – USA
Open Award Center

- Alumni Award leaders with capacity to work across multiple time zones

- Paid staff members of Award USA with higher accountability and investment

- Personal experience with the Award

- 12-month commitment

- Higher ratio of Award Leaders to Participants with capacity for more as participants complete and move on

- Financial assistance to further expand access

- Customized Alumni Award Leader training

- Match participants with Alumni Award Leaders in the same/similar time zone (7 in the US)

Case Study – USA
Key Learnings: OAC with Award Staff

Positives

+

- Expands access to award with immediate enrollment option
- Increased geographic reach
- Higher Award Leader to Participant ratio (1:45)

Challenges

=

- Heavy NAO staff leadership and support
- AJ options more challenging
- Participants can feel isolated meeting only with Award Leader
- Need customized resources for recruitment, continued engagement, AJ, and ceremony

Key Learnings

- Streamline processes
- Automate as much as possible (webinars, FAQ, manuals, etc.)
- Work with participants and parents up front to establish trust and set expectations

Benefits of Modifications

- *Higher Award Leader retention rate*
- *Increase in participant retention and completion*
- *Greater oversight and accountability*
- *Stronger brand raising*

Case Study – USA
Key learnings from two models

Positives ➕

- Expands access to award with immediate enrollment option

- Increased geographic reach

- High Award Leader to Participant ratios (1:45)

- Opportunity to engage corporate partners

- Deepens engagement and investment of corporate partner volunteers

- Revenue opportunity

Challenges ➖

- Heavy NAO staff support and guidance

- Low ratio of corporate partner Award Leaders and Participants

- Seasonal workload fluctuations and high staff turnover

- AJ options more challenging

- Participants can feel isolated

Key Learnings ⚌

- Know the corporation and ensure alignment with their aims

- Maintain low ratio (1:2)

- Offer customized training tailored to their work calendar & provide ongoing support

- Streamline processes

- Automate as much as possible (webinars, FAQ, manuals, etc.)

- Work with parents to establish trust and set expectations

Survey Results VAC Participants

91% — Very Satisfied or Satisfied with **Overall Experience**

82% — Very Satisfied or Satisfied with **Support & Guidance from Award Leader**

91% — Very Satisfied with **information and resources received to start their Award**

73% — Extremely Likely to Recommend the Award to a Friend or Acquaintance

Net Promoter Score 64

Feedback from VAC Participants

FORUM 2022 ROMANIA CLUJ-NAPOCA

"I've enjoyed how **easy it is to track how well you're doing** and how everything is up to the participant. There's a lot of **independence** in the program."

"The Award has helped me keep setting new goals to keep improving myself overall in the areas that I am working on and has helped me **to grow by seeing what is possible for myself and others**."

"I had a lot of **fun in this award** system and would **recommend it to others** because it can make you very well rounded and teach you a lot of things about yourself."

"[**My Award Leader**] has **been a source of encouragement and support** since the beginning of my journey and I am **grateful** for her patience and speed in getting me what I need to complete the program.

NAO Models

Countries with Virtual Award Centres:

Australia   Canada   Czech Republic   Germany   Ghana   Indonesia

Lithuania   Portugal   Romania   New Zealand   USA   United Kingdom

FORUM 2022 ROMANIA

NAO VAC Models – Google Sheet

Virtual Award Centres/Centers	Australia	Canada	Czech Republic	Germany	Ghana	Indonesia	Lithuania	Portugal	Romania	New Zealand	United States of America	United Kingdom
Year Virtual Award Started	2014	2020	2018	2020	2020	2021	2020	2021	2020	2017	2017	2016
Age of Participants Involved	18+	14-25	14-24	14-24	16-24	16+ - 24	14-24	14	18+	14-24	14-24	18-24 (marketed for 18+ but accept from 16+ with parental consent)
# Participants registrations 2020	transfers only - 56 active	849	131	6	1,433		14	1	47	66	91	209 new registrations, 306 including transfers (1.4.20 - 31.3.21)
# Participants registrations 2021	transfers only - 2 new	899	188	8	536	20	5		35	46	92	304 new registrations, 406 including transfers (1.4.21 - 31.3.22)
# Participants registrations 2022 (to date)	transfers only - 1 new	166	121	7	331	53		4	71	40	61	132 new registrations, 226 including transfers (from 1.4.22)
# Award Staff Coordinators (hours per	2	1 (20 hrs/week)			15hrs/wk	12 -16 hrs/wk			2-5h	3-4 hours	1; 2-5 hours	18 hours across the team per
	2	20			15	15			4	10	4	18
# Award Leaders	2	9		2	7	5 to 7	17	4	16	1	6	3
	2	9		2	7	6-Jan	17	4	16	1	6	3
Average number of participants per Award Leader (AL)		300		6	300		1	2	4	66	AAL - 45. corporate - 2	
Are Award Leaders paid?	The Virtual Award Centre is only for those that have commenced and are trasnferring registration. Yes (part time x 1), plus volunteers	yes	some of them are paid, others are volunteers	no	No	Replacement of Communications Cost (Cellular and wifi)	No	No	no	yes it's a National Office staff person	Some, Alumni Award Leaders (AAL) receive stipend of $3500/yr	Yes, DofE staff are the DofE Direct leaders
	YES	YES	MIX	NO	NO	YES	NO	NO	NO	YES	YES	YES

[Virtual Award Centres by Country 2022 - Google Sheets](#)

Year VAC Began & Target Age of Participants

FORUM 2022 ROMANIA

	Australia	Canada	Czech Republic	Germany	Ghana	Indonesia	Lithuania	Portugal	Romania	New Zealand	USA	United Kingdom
Year Virtual Award Centre Started	2014	2020	2018	2020	2020	2021	2020	2021	2020	2017	2017	2016
Age of Participants Involved	18+	14-25	14-24	14-24	16-24	16+ - 24	14-24	14	18-24	14-24	14-24	18-24 (marketed for 18+ but accept from 16+ with parental consent)
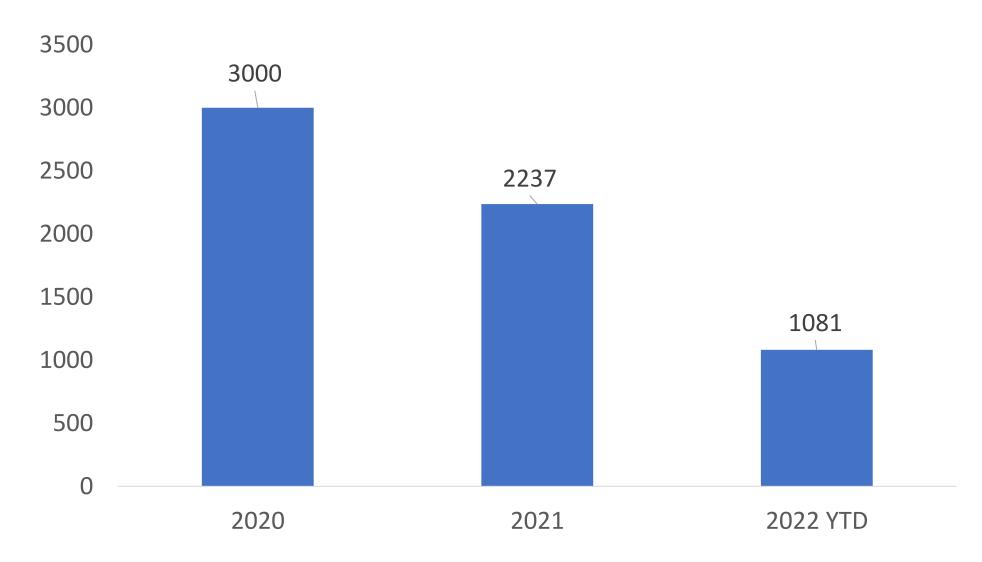
Number of VAC Participant Registrations

	Australia	Canada	Czech Republic	Germany	Ghana	Indonesia	Lithuania	Portugal	Romania	New Zealand	USA	United Kingdom
# Participants registrations 2020	56 transfers	849	131	6	1,433		14	1	47	66	91	306 includes transfers
# Participants registrations 2021	2 transfers	899	188	8	536	20	5		35	46	92	406 includes transfers
# Participants registrations 2022 (Year to date)	1 transfer	166	121	7	331	53		4	71	40	61	226 includes transfers

Number of VAC Participant Registrations

Number of VAC Completions by Level
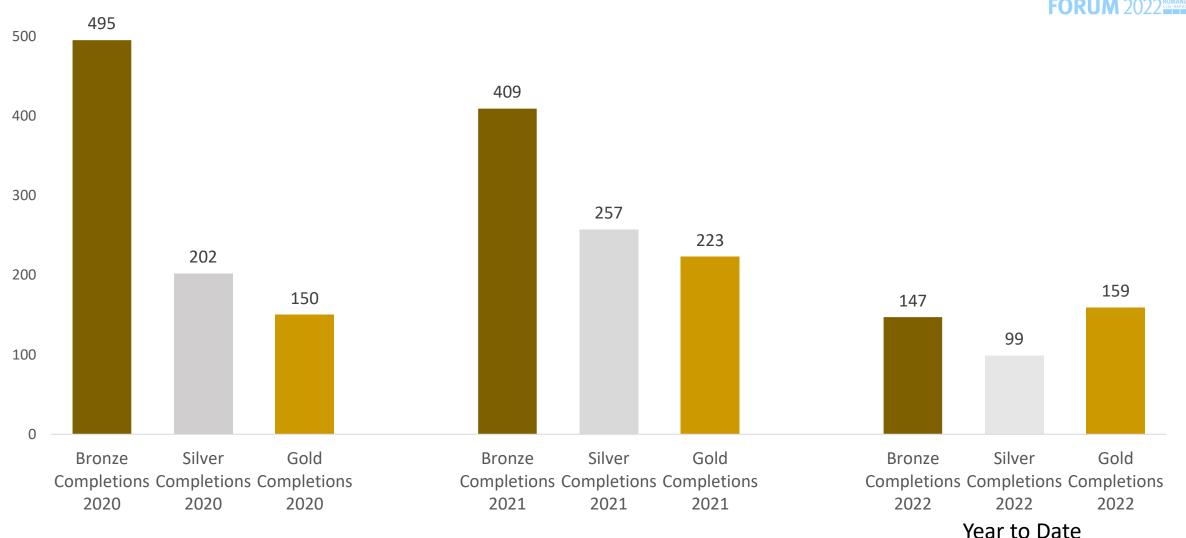
	Australia	Canada	Czech Republic	Germany	Ghana	Indonesia	Lithuania	Portugal	Romania	New Zealand	USA	United Kingdom
# of Bronze Award Completions Calendar Year 2021	0	152	49		187	-	2	-	-	6	10	3
# of Silver Award Completions Calendar Year 2021	4	85	14	7	123	-	-	-	-	12	5	7
# of Gold Award Completions Calendar Year 2021	2	41	6		57	-	-	-	-	10	5	102
# of Bronze Award Completions Calendar Year 2022	0	102	27		98	-	-	-	-	2	14	6
# of Silver Award Completions Calendar Year 2022	2	58	11	2	64	-	-	-	-	7	5	8
# of Gold Award Completions Calendar Year 2022	1	21	8	5	43	-	-	-	-	6	7	89

Number of VAC Completions

FORUM 2022 ROMANIA CLUJ-NAPOCA

	2020	2021	2022
Bronze Completions	495	409	147
Silver Completions	202	257	99
Gold Completions	150	223	159

Year to Date

VAC Award Team Staffing

	Australia	Canada	Czech Republic	Germany	Ghana	Indonesia	Lithuania	Portugal	Romania	New Zealand	USA	United Kingdom
# Award Leaders	2	9	*	2	7	5 to 7	17	4	16	1	6	3
Award Staff Coordinators (hours per week	2	20	*	*	15	12-16	*	*	2-5	3-4	2-5	18
Are Award Leaders paid?	YES	YES	MIX	NO	NO	YES	NO	NO	NO	YES	MIX	YES
Average number of participants per Award Leader (AL)	*	300	*	6	300		1	2	4	66	AAL - 45. corporate - 2	*

VAC Award Registration Fees (in Euros)

	Australia	Canada	Czech Republic	Germany	Ghana	Indonesia	Lithuania	Portugal	Romania	New Zealand	USA	United Kingdom
Bronze Registration Fees	€ 0	€ 186	€10 + €41 for AJ	€ 50	€ 5	€ 1	€ 89	€ 112	€ 10	€ 50	€ 103	€ 85
Silver Registration Fees	€ 0	€ 261	€16 + €61 for AJ	€ 100	€ 6	€ 1	€ 104	€ 112	€ 10	€ 50	€ 129	€ 85
Gold Registration Fees	€ 0	€ 336	€24 + €73 for AJ	€ 150	€ 7	€ 1	€ 133	€ 112	€ 10	€ 66	€ 154	€ 85
Fees for VAC Greater	no - National office Service	yes	yes, but AJ more for VAC	yes	no	yes	yes		no	no	no	yes

VAC AJ Options

	Australia	Canada	Czech Republic	Germany	Ghana	Indonesia	Lithuania	Portugal	Romania	New Zealand	USA	United Kingdom
AJ offered by NAO	no - via commercial providers	no	yes	some	yes	No	some	Participants are invited to join others schools to do the AJ	yes, direct support on expeditions and smart aj camps organised by our NAO	no	no	no
AJ offered by activity providers	yes	yes	no	yes	no	yes	some		yes	yes	yes	yes
Independent AJ or Bronze virtual allowed	yes to both	yes (grants available for individual)	yes		No	Yes but with Trained AJ providers	no		no	no	yes	no

VAC Participant Recruitment

	Australia	Canada	Czech Republic	Germany	Ghana	Indonesia	Lithuania	Portugal	Romania	New Zealand	USA	United Kingdom
Recruitment source/method	website and AL Training	Left/aged out of Award Centre, or no longer have an Award Leader	ads on social media or TV, website, word of mouth	website, schools, individual	Website, social media, schools	Call for Volunteers via Social Media, email or mobile	Website, social media	Direct contact mobile and email	Call for Volunteers, corporate leaders from partners, alumni and young award ambassadors	websites, phone, individual/family referral and national partners referral where no Award Centers	websites, phone, individual/family referral and national partners referral where no Award Centers	website, comms (e.g. to Licensed Organisations at end of school year), referrals, UK partnerships (e.g. Commonwealth Games), transfers where no DofE centre exists any more

VAC Digital Tools Used

	Australia	Canada	Czech Republic	Germany	Ghana	Indonesia	Lithuania	Portugal	Romania	New Zealand	USA	United Kingdom
Digital tools used (ORB, social media, hangouts)	ORB, Email Group	ORB, Teams (Office Hours), Email	ORB, e-mail, Teams	ORB, Zoom	Zoom , Instagram , Facebook, WhatsApp , Phone Calls, Bulk SMS , Google Classroom, Microsoft Teams,	ORB, WA Group, Zoom, Emails	ORB, Zoom, messenger		media channels, zoom, award community, orb	ORB	ORB, Zoom, Google Classroom	Closed Facebook page, eDofE

FORUM 2022 ROMANIA CLUJ-NAPOCA

Small Groups: Business Plan

Discussion Groups

- **Please move into groups**

- **We'll want some persons in each group who already run an Award Center virtually, if possible**

- **We'll be working on a project for the next part of our session taking section by section, working in group and then coming back together.**

- **One of our goals is for great ideas in the room to be shared. So go be clever and come back and share!**

VIRTUAL AWARD CENTRES
WORKSHEET

Fill in this roadmap to establish or enhance your VAC.

OVERALL

Virtual Award Centre Name	
Vision/Goal	
Target Market(s): EX: 18+, Grad from HS, University, specific youth groups,etc.	
Award Leaders: Volunteers, alumni, corporate, staff, etc.	
Award Coordinator: Staff assigned from NAO	
Cost to participate? Any upcharge to regular pricing to attain a Bronze, Silver or Gold Award?	

VIRTUAL AWARD CENTRE PLANS

Registration Goal How many young people do you wish to enroll?	
Training Strategy for Award Leaders and Coordinators: How will you train your Award Centre staffing?	
Recruitment: How will you find participants?	
Promotions/ads/communication plans: How and where will you share news of the virtual award centre?	
Website presence: How will you build online resources to market the VAC?	
Resource Preparation: What guides and other materials need to be prepared for the VAC?	

LOGISTICS

Technology tools: What tools need to be built to fully digitize and support the VAC? On demand training? ORB access? Hangout/open office hours?	
More technology: How will Award Leaders be asked to meet with young people?	
Adventurous Journey: Will the national office organize AJ? Third party vendors? Award Centers allow VAC in join in? Independent AJ's? Digital AJ's?	
Budgeting List any new costs due to VAC including but not limited to: Staff time, technology, marketing, AJ, etc.	

CELEBRATING AND EVALUATING

Award Ceremony: How will you celebrate Bronze, Silver, or Gold Award Holders?	
Award Ceremony frequency	
What is success? What metrics to track for the VAC	
Annual survey of participants and Award Leaders: How will you ensure the survey is distributed and collected?	

WHAT EXISTING VAC CAN BE A GUIDE?

Note 1-2 countries running a VAC similar in structure to your plans	

Build/Enhance Your Business Plan for A VAC: Overall VAC Strategy

- **VAC Name**

- **Goal**
  - ❑ **Include who your target market is. For example, over 18-year-olds, those that left local Award centers, etc.**

- **Staffing**
  - ❑ **Who will serve in the Award Coordinator role?**

- **Award Leaders**
  - ❑ **Volunteers, alumni, corporate, staff, etc.**

Build/Enhance Your Business Plan for A VAC: Making Plans

- **Registration**
  - ❑ **How many youth do you wish to enroll? When and how can they register?**

- **Training**
  - ❑ **Consider both your coordinator and Award Leaders.**

- **Recruitment**
  - ❑ **How will you find your participants?**

- **Resource Build**
  - ❑ **What guides and other materials need to be created specifically for the VAC? Or adjusted for the VAC?**

Build/Enhance Your Business Plan for A VAC: Logistics

- **Technology**
  - ❏ **What tools do you need to digitize the Award model to make it fully accessible remotely?**

- **Adventurous Journey plans**
  - ❏ **Will this be run by the National Office, Registered Activity Providers, or independently?**

- **Budgeting**
  - ❏ **What new costs will your organization need to cover, including staff time, technology, marketing, AJ, etc.?**

Build/Enhance Your Business Plan for A VAC: Celebrate & Evaluate the VAC

- **How will you celebrate virtual participants?**
  - ❑ **How frequently will a ceremony be held? In person or virtually? All levels together?**

- **How will you measure success?**
  - ❑ **What metrics will be tracked for the VAC specifically?**

- **How will you make evaluation accessible and ensure high returns?**
  - ❑ **Will you employ an annual survey? Focus groups? Case studies? Whose voices will be included?**

Build/Enhance Your Business Plan for A VAC: Countries running Virtual Award Centers

- **Which country is running a virtual program most similar to yours (planned or that you are enhancing)?**
  - ❑ **What stands out most about these programs? What questions do you have for that NAO?**

Virtual Award Centre Resources

For More Information and Resources

For Information on our Virtual Award Centres:

https://usaward.org/oacwelcome/

www.presidentsaward.co.za

To Contact us:

Peter Anum	peteranum.gh@gmail.com	The President's Award Ghana Executive Director
Buffy Higgins-Beard	ehigginsbeard@usaward.org	The Duke of Edinburgh's Award USA CEO
Dr. Lisa Metzger-Mugg	lmetzgermugg@usaward.org	The Duke of Edinburgh's Award USA VP

FORUM 2022 ROMANIA

NAO CAC Contact Information and Links

FORUM 2022

	Australia	Canada	Czech Republic	Germany	Ghana	Indonesia	Lithuania	Portugal	Romania	New Zealand	USA	United Kingdom
Virtual Program Center Name	Virtual Award Centre	1. Virtual Award Centre - Canada 2. Centre virtuel du Prix - Français	Online centre	Duke_ Direct	Virtual Youth Hub	Open Award Centre /OAC	DofE online	Prémio Virtual Centre- Centro Virtual do Prémio	The Duke of .... Virtual Award Centre	National Office Virtual Award Centre	Open Award Center (alumni run); Virtual Award Program (corporate volunteers)	DofE Direct
Virtual Program Center Website	no	https://www.dukeofed.org/virtual-award-centres/	dofe.cz		N/A	Not yet, plan to build one	-		https://dofe.ro/en/participants/virtual-award-centre/	https://dofehillary.org.nz/virtual-award-centre	https://usaward.org/oacwelcome/	DofE Direct - The Duke of Edinburgh's Award
Contact name/email at NAO	Kelly Wood	Matt Godfrey	Veronika Ormaniecová	Vanessa Masing	Nana Yaw Frempong	Lulus Yunindiah	Viktorija Kalaimaite	Luisa Beirão	Carmen Dragomir	Karen Ross	Jenny Power	Jane Light