

North Carolina Association of Volunteer Administration

Summary of Activity 1997 – 1998

During 1997 – 1998, North Carolina Association of Volunteer Administration enjoyed a year when our organizational agenda to provide leadership and education toward effective volunteer management complemented the public agenda. In many parts of the county, volunteer administrators found themselves unrecognized by and excluded from state initiatives following last April's Presidents' Summit for America's Future. NCAVA has served to bring volunteer administrators into the center of the activity that has transpired in our state this year. In North Carolina, volunteer administrators have emerged as valued resources and key players in efforts to increase and enhance volunteerism by the year 2000.

NCAVA's ability to represent and advocate the importance of the role of the professional volunteer administrator was made possible by groundwork laid over our 24-year history. Through our 19 affiliate organizations, workshops offered around the state, our newsletter, and our annual conferences, NCAVA has built a strong, statewide network of volunteer administrators who know how to communicate and link to common professional goals. Our role in participating and supporting Governor's Hunt's Summit on America's Promise and Volunteerism did not require us to alter our mission or our message. We simply had to set appropriate goals and organize.

Certainly, preparing for and responding to the Governor's Summit consumed a large part of our time and energy this year. We can all feel proud that together, as an entirely volunteer organization with limited resources, we rose admirably to the opportunity and met the challenge of contributing our expertise to North Carolina's broad-based mobilization of resources for volunteerism.

Highlights of NCAVA's 1997 – 1998 year include our participation in the Governor's Summit on America's Promise and Volunteerism. In the months immediately following the Governor's Summit, NCAVA offered a workshop on *Organizational Readiness for Volunteer Involvement* in eleven locations across the state. In the spring, a planning retreat was conducted to reassess our organizational needs. The following report summarizes these most significant achievements in 1997 - 1998.

The Governor's Summit on America's Promise and Volunteerism

When Governor Hunt and the North Carolina delegation attended the Presidents' Summit for America's Future in Philadelphia in April of 1997, Governor Hunt committed North Carolina to do its part in achieving the goals of "America's Promise". In order to mobilize the resources necessary to do so, Governor Hunt convened a statewide summit in Greensboro in January of 1998. NCAVA participated as a member of the advisory committee. This group began work immediately after the Presidents' Summit to plan an event that would bring together new and experienced players in the statewide volunteer community, provide an inspirational vision of volunteerism in North Carolina, and celebrate the great traditions of volunteerism in our state.

Over 1200 North Carolinians representing all 100 counties attended the Summit. Participants included representatives from local and statewide non-profit organizations, state and county agencies, civic organizations, elected bodies, the business community, educational institutions, communities of faith, foundation leaders, and the media. NCAVA had the opportunity to recommend individuals to be asked to serve as county conveners. We combed our membership lists and drew on our affiliate networks to submit recommendations of local leaders with experience in the management of volunteer programs. Ultimately, NCAVA members were well represented at the Summit as conveners, delegates, state invitees, and presenters.

In the Summit's planning stages, NCAVA continually voiced the importance of training and additional resources for local programs to coordinate and manage new volunteers. Serving on the program committee for the Summit, NCAVA influenced the inclusion of workshops on such nuts and bolts topics as: *Strategies for Achieving Summit Goals in Rural Communities*, *Encouraging Volunteerism*, *Ready or Not; Here They Come! Are You Prepared for Volunteers?* and *Developing Intergenerational Programs*.

At the Summit, Governor Hunt declared 1998 The Year of the Volunteer in North Carolina. Diverse county delegations began work on local plans which variously included becoming a "Community of Promise" to address the problems of children and youth, holding local summits, and coordinating community-wide service days. The significance of the Summit will show in the results obtained at the local level over the next few years.

Organizational Readiness Workshops

NCAVA knows that too many volunteer efforts flounder because organizations move too quickly to recruit volunteers before they lay a proper foundation for volunteer involvement within the organization. Realizing the Governor's Summit would heighten interest in working with volunteers, NCAVA responded by developing and offering a 4 ½ hour workshop on *Organizational Readiness for Volunteer Involvement* at 11 locations across the state. The NCAVA board took the opportunity presented by a broad based commitment to strengthen volunteerism in North Carolina to pilot a more ambitious training design than we, as an all volunteer organization, had ever managed before.

Program Design

NCAVA contracted with consultant and trainer Winnie Morgan, CAVNC to develop the curriculum and training manual for the workshop. Ten sites were selected where NCAVA members agreed to coordinate and host the workshop. Other certified members of NCAVA with training expertise were tapped to present the workshop and Ms. Morgan conducted a Train the Trainer session for them in early March. The workshops were announced at the Governor's Summit and registration material was mailed throughout the state in early February. The eleven workshops were conducted in March, April and May.

Program Content

Organizational Readiness for Volunteer Involvement focused on the things an organization should do *before* it recruits volunteers. Topics covered included needs assessment, establishing policy, risk assessment, staff roles and responsibilities, volunteer job design and job descriptions, evaluation and outcome measurements, record keeping, and available resources for managers of volunteer programs.

Funding

Nortel Northern Telecom provided grant funding for the development and presentation of *Organizational Readiness for Volunteer Involvement*. Because of their generous support, NCAVA was able to offer the workshop at minimal cost to participants. It was our gift to the state of North Carolina, actively expressing our commitment to enhance volunteerism across the state.

Sites, Hosts, and Trainers

Asheville	Trainer:	Marge Livsey, CAVNC, Broughton Hospital
	Host:	Gail Baylor, Warren Wilson College
Boone	Trainer:	Marge Livsey, CAVNC, Broughton Hospital
	Host:	Ceia Webb, Watauga County Hunger Coalition
Charlotte	Trainer:	Lynn Doll, CAVNC, Western Carolina Center, and Marti Morris, United Way of Central Carolinas
	Host:	Marti Morris, United Way of Central Carolinas
Fort Bragg	Trainer:	VonDelle Brown, CAVNC, John Umpstead Hospital
	Host:	Sharon Dukes, 18 th Airborne Corps & Fort Bragg
Greensboro	Trainer:	Annette Henry, CAVNC, retired Volunteer Administrator
	Host:	Mari Jo Winkle, Association for the Benefit of Child Development, Winston-Salem
Greenville	Trainer:	Rebecca Young, CAVNC, County of Pitt
	Host:	Sherrye Allen, Pitt County Memorial Hospital
Morganton	Trainer:	Lynn Doll, CAVNC, Western Carolina Center
	Host:	Theresa Cook, United Way Volunteer Center
Raleigh	Trainer:	Betty Greer, CAVNC, Rex Healthcare, and Annette Henry, CAVNC, retired Volunteer Administrator
	Host:	Sherry Mitchell, American Red Cross, Triangle Chapter
Sylva	Trainer:	Susie deVile, Peggy Crosby Community Service Center
	Host:	Lorna Barnett, Jackson County Health Department
Wilmington	Trainer:	Joan Outlaw, CAVNC, Caswell Center
	Host:	Jackie Oakes, New Hanover County Department. of Aging
Winston-Salem	Trainer:	Doris B. Jones, CAVNC, Tarheel Triad Girl Scout Council
	Host:	Allison Kearns, American Red Cross

Results

586 individuals registered for the workshop in one of the ten locations. Funding provided manuals and materials for the first 400 to register. 365 individuals actually attended a workshop. Supplied by unclaimed manuals and materials from the other locations, a final workshop was organized in Greensboro to accommodate as many as possible.

Clearly most valuable to those new to the field of volunteer administration and/or to those beginning new volunteer programs, participants valued the opportunity to spend time with other volunteer administrators, the practical application of the material presented, and the depth of information in the well organized participant manual.

NCAVA Planning Retreat

Given NCAVA's successful growth in the last five years, and many indications of a growing demand for NCAVA services, NCAVA conducted a planning retreat March 13 – 15, 1998. The retreat was facilitated by Maureen Watkins, a consultant and trainer from Aurora, Ohio. Ms. Watkins works nationally in the arena of volunteer administration and is active in her own state association for volunteer administrators. She has provided informal assistance to NCAVA in the past.

Purpose of the Planning Retreat

The purpose of the planning retreat was to dream a future picture of NCAVA, to consider the implications of that desired future, and to make recommendations to the NCAVA Board for immediate next steps to move toward that future.

Participants in the Planning Retreat:

Gerry Alfano, Greensboro, acting NCAVA education committee chair
VonDelle Brown, Butner, former north central region director
Lynn Doll, Morganton, 1996 – 1997 NCAVA president, current newsletter editor
Cyndi Korup, Charlotte, former NCAVA secretary
Sandy Leonard, Greensboro, 1997 – 1998 NCAVA president
Diane Mance, Marion, current president, McDowell AVA
Faye McLean Mitchell, Lillington, current NCAVA certification sub-committee chair
Jackie Oakes, Wilmington, former eastern region director, current NCAVA secretary
Lisa Peedin, Smithfield, 1995 – 1996 NCAVA president
Jean Willard, Durham, current NCAVA treasurer
MariJo Winkle, Winston-Salem, current NCAVA president-elect.

Funding for the Planning Retreat

Funding for the planning retreat was provided by:

Glaxo Wellcome
Sara Lee Corporation
Wachovia.

Vision of NCAVA in the Year 2005

Adopted by participants at NCAVA Planning Retreat

March, 13 – 15, 1998

- NCAVA is widely recognized, certainly in North Carolina, as the premier organization that delivers a comprehensive system of educational opportunities for leaders and administrators of volunteers.
- Our constituency is growing as we continually connect with additional organizations, including the corporate community.
- The education offered is based on current research and trends and is presented by qualified professionals.
- NCAVA affiliates are encouraged and supported to facilitate frequently scheduled training opportunities to best meet the needs of their members.
- Partnerships exist between NCAVA and institutes of higher learning in order to make educational opportunities accessible, affordable, and consistent.
- NCAVA and its affiliates are experiencing dramatic increases in membership as a result of this emphasis on professional development.

Four Recommendations Advanced by the Planning Retreat and Accepted by the NCAVA Board, May 1, 1998

1. For NCAVA to realize the stated vision in the year 2005, the ideal organizational structure requires a physical office, a salaried executive director, administrative assistant, and an intern position. Long range staffing needs will also include a director for the certification program. NCAVA will immediately establish a task force to determine staffing options, space needs, equipment and software needs, location options in Raleigh, NC, and funding sources to pursue right away. A grant proposal will be developed and submitted by August 1, 1998. With the centralization of NCAVA's administrative tasks, organizational capacity will increase to better develop and deliver educational resources for volunteer administrators in North Carolina.
2. The NCAVA Board will study the present NCAVA committee structure in relation to the vision and restructure appropriately.
3. A website is a readily do-able step and will be pursued ASAP.
4. The NCAVA Board will study the report from the planning retreat, determine priority areas and accordingly develop an action plan for 1998 – 2001.