



## 1980 ANNUAL REPORT

With the unanimous adoption of its new name and new set of by-laws at the annual meeting and conference in October of 1979, the Association for Volunteer Administration prepared to face the decade of the '80s. This report reflects some of the AVA activities during the past twelve months. Prepared by the President, the 1980 Annual Report highlights the work of the ENTIRE Board of Directors, the membership and the staff.

### WINTER 1979-1980

#### HIGHLIGHTS OF THE MID-WINTER BOARD MEETING:

Building on the significant accomplishments of the previous AVA leadership, and anxious to move the Association forward in its growth and development, the Board hired a Financial Consultant to examine the bookkeeping system of the Association. Jacqueline Grant studied AVA carefully and suggested bookkeeping practices consistent with accepted accounting procedure. Her report was accepted for implementation by the Board at the mid-winter meeting in February 1980. Since her training by the consultant, DeeDee Burroughs continues as AVA's accomplished part-time bookkeeper.

Mary Ann Lawson, CAVS, Treasurer, presented the Comprehensive Group Insurance Package developed as a benefit by Rollins, Burdick & Hunter of California. Information on enrollment was disseminated to the membership in August, 1980.

The Affiliation Plan enabling state level volunteer leadership organizations with a purpose compatible with that of AVA to affiliate with AVA was proposed. Benefits of affiliation were identified and potential state affiliates contacted. Developed under the leadership of Carol G. Moore, Past President, this plan will now be facilitated by Judi Lund, Chair of the Public Policy Committee. Pending before the membership at its 1980 Annual Meeting is the vote on the by-laws addition allowing one delegate vote per state affiliate group.

There was an election and selection of a nominations committee to secure nominees for the position of President-elect and the regional delegate voting system for the 1980 Annual Meeting and Conference was finalized.

#### Membership Benefits and Membership Recruitment Activities:

A new kelly green membership brochure, developed by Arty Trost and Susan Ellis was launched. AVA applied for and received authorization to accept payments of dues and other obligations to the Association via Master Charge and Visa cards. The Board authorized a return to the first class distribution of the newsletter, the AVA Update, and established the quarterly bulk rate distribution for AVA at Work.

The selection of a new logo for the Association. Several volunteer graphic artists contributed renditions of suggested logos. Rae Tunstall of Portland, Oregon contributed the new familiar design which you see on the letterhead and all printed materials. Rae's volunteer contribution was most appreciated.



Additional benefits for members decided upon at this meeting, include the 10% discount purchase opportunity for the GREEN SHEETS published by Harriet Kipps of Four One One (411).

Membership recruitment goals were established for each region.

#### SPRING - SUMMER 1980

Regional and Committee activities and the award of a grant from the Charles Stewart Mott Foundation were the primary activities of this period.

The Mott Foundation awarded a grant for the general purposes of the organization for the period of January 1, 1980 to December 31, 1980. Specific objectives included the design of a new membership benefit package, a marketing campaign, and an increase in membership to 1000 by December of 1980. Special appreciation is extended to Rob Collier, the Mott Foundation Program Officer, whose belief in AVA enabled the award; to Carol G. Moore, Past President; Dorothy Denny, AVA member and Executive Vice President of VOLUNTEER for writing the initial proposal; and to Anne Hayden, Acting Vice President of Constituent Affairs, who is coordinating the Mott activities for AVA.

Highly successful Regional Meetings occurred throughout the country.

Region X: "Effective Volunteerism: A Springboard into the '80s" was sponsored in cooperation with the Association of Volunteer Bureaus (AVB) March 27-29 at Otter Crest, Oregon. 202 persons attended from the U.S. and Canada and many more were turned away due to the size of the facility. A substantial profit accrued as a result of the excellent work performed by Jean Higginbotham and the members of her region.

In addition to a successful educational endeavor, an AVA project idea germinated at the Region X meeting. AVA IN THE MARKETPLACE, an ad book identifying service providers in the field of volunteerism, emerged. The first edition of this publication will be distributed to the membership at the 1980 Annual Meeting. It will be available at a small cost to non-members.

Region III: Co-sponsored its meeting with the University of Delaware and the Delaware Volunteer Coordinators. Entitled "The Managerial Perspective" the event was held March 19-21.

Region IV: Held its conference in cooperation with "The Third Annual Conference on Volunteerism", April 20-21, 1980 in Louisville, KY.

Region VIII: A very successful two day meeting was held on April 30 - May 1 resulting in DOUBLING their membership!

Region IX: On July 17 and 18 in Southern California a successful conference was held. Designed for both early level and experienced administrators, this conference resulted in planned collaborative activities with the Junior League and the Office of the Governor to enable volunteers to be appointed to State Boards and Commissions. A profit was realized.

Region I: A one day affair on July 25 entitled "How to Use I CAN" led by Winifred Brown, CAVS in Boston was held. The region continues to have successful cluster meetings.



Region V: Demonstrated its commitment to AVA in noticeable increases in membership.

Region VII: Selected to not hold a regional meeting because of the National Conference.

Region VI: Many events have been occurring within Region VI. These have been AVA supported and new members actively recruited at each event.

Region II: Plan a major meeting in May 1981.

Committee activities include:

The Public Information Committee, co-chaired by Arty Trost and Ann Gowdy, appointed Ivan Scheier as the AVA Editor to Volunteer Administration. In addition to encouraging and editing articles, Ivan plans an abstracts section for the Journal.

AVA's Hilda Palm continues as the Journal's Managing Editor with Chris Dolen as Editor-In-Chief. Through special arrangements, AVA assumed the new role of assisting Hilda with the business management of the Journal on a "fee for service" basis. An administrative assistant joined the National office to provide clerical support to the Journal and its 1500 subscribers.

The International Study Tour program developed by AVA's Millie Katz in cooperation with the University of Nebraska proved nearly successful. Rising airfares necessitated cancellation by a few registrants and eventually the trip itself had to be cancelled. Millie and Becky Proudfoot, however, arranged a two person mini-study tour to visit many of the volunteer programs scheduled for the larger tour group. Both world travelers promise to share their experiences with AVA through Update and Volunteer Administration.

Crossing the seas, Great Britain and New Zealand are demonstrating their commitment to International Volunteerism with the registration at our 1980 National Conference on Volunteerism of Ms. Elspeth Kyle from the Volunteer Centre and Nanette McLauchlan from the Department of Social Welfare. AVA continues to be proud of its Canadian members who have coordinated their schedules to actively participate in AVA international affairs.

Under the direction of Chair Susan Ellis, the Professional Development Committee (PDC) initiated a committee newsletter CONNECTIONS to keep the twenty person committee informed of PDC developments and to solicit members input into decision-making.

Educational Endorsement (a revision of the previous educational validation program) was developed with input from the PDC members. New materials were created for: requesting educational endorsement, inviting potential sponsors to apply for educational endorsement, reviewing and responding to requests and logging all related correspondence. Operated geographically, an "eastern" reviewer, Michael Cianfrocco, and "western" reviewer, Lucy Hestir were named. This has resulted in providing colleagues across the country with increasingly professional and sophisticated training opportunities.

This new statement signifies Educational Endorsement:

"The Association for Volunteer Administration endorses \_\_\_\_\_ as contributing to the professional development of volunteer administrators, based on a review of the program's purpose, goals, and instructional plan. Attendance at \_\_\_\_\_ will be accepted by AVA in partial fulfillment of the criteria defined for professional certification."



Materials on this new system were mailed to the entire AVA membership in the June issue of AVA at Work.

Re-Certification procedures, as adopted at the mid-winter board meeting, were distributed to members whose five or more year certification anniversary had arrived. A reviewer, Hope Bair, CAVS, was named to handle all applications.

The proposed Performance-Based Certification program progressed to a grant proposal. Although funding has not as yet been found, the considerable interest generated by the proposal suggests a bright future for funding. In addition to quotes supporting the proposal which appeared in AVA Update, Volume XIX, No. 7, Landrum R. Bolling, Chairman of Council on Foundations, Inc. said of the proposal:

"I react appreciatively to the sensitive and insightful way you are trying to avoid conventional, formalistic approaches to credentialing."

The current AVA Certification program, with Winifred Brown, CAVS as sub-committee chair, continued to process applications for Certification. Members certified in 1980 include:

Mady Rosa Scheinman  
Ann Marie O'Brien  
Ruth L. Saron  
Judi R. Lund  
Yvonne Parchman  
Louise T. Berry  
Virginia M. Douglas  
Margaret B. Hutchings

Margery Ann Rendfeld  
Gwen Cunningham  
Karlys E. Poche  
Sally Cartwright  
Nona L. Johnson  
Arthur P. Morris  
Connie Skillingsstad  
Robert Lee Wood

The Public Policy Committee initiated a quarterly Public Policy Update under the direction of Chair Judi Lund, CAVS. The Chair represented AVA during deliberations on legislation in Washington, D.C. and has designed another successful Issues Session for this National Conference.

Building on the work of Audrey Pattinson, CAVS, Past Secretary, and Sarah Keggereis, CAVS, Secretary, catalogued the last 5 years of Board motions according to Board positions. Special thanks is extended to both women for undertaking a tedious but most essential job. Likewise, Carol G. Moore, Past President, is reviewing and compiling a draft policy/procedures manual to accompany the new bylaws.

#### FALL 1980

AVA truly is at work! The work of AVA volunteers is certainly evident as the accomplishments and the projects of the Association continue and grow. The early fall witnessed significant developments.

The 1980 Conference chaired by Laura Lee Geraghty and her extensive volunteer committee completed plans for "Volunteerism: Facing a Decade of Decisions". With over 600 registrants and \$2,800 in solicited corporate and foundation support funds, the growing recognition of the field of volunteer administration is confirmed.

We thank the donors!

General Mills Foundation  
Graco Foundation  
St. Paul Companies  
Economic Laboratories, Inc.  
Northern State Power Company.



A portion of this money is being used, at the request of the contributors, to underwrite scholarship support for Minnesota volunteers to attend the conference.

ACTION again issued a contract to AVA to bring the Directors of State Offices of Voluntary Citizen Participation to the National Meeting and to conduct a post-conference training forum for these persons.

The pre-registration figures confirm that 1980 is AVA's largest co-sponsored annual national conference. Appreciation is extended to AVB and AVAS for their cooperation in making this collaborative undertaking a real success.

The 1981 Conference planning has been initiated. Although every possible attempt was made to co-locate with the American Society for Directors of Volunteer Services (ASDVS) for 1981, mutually acceptable dates and sufficiently large accommodations were not to be found. Two AVA members, Dolly Johnson, President, and Betty Dudley, Executive Director of ASDVS, worked in concert with AVA President Sarah Jane Rehnborg and Joe Rozelle, Treasurer, on this project. Both ASDVS and AVA persons will be returning to their respective Boards for guidance on future attempts to co-locate a conference with ASDVS.

Cora Myers, of Southampton, Pennsylvania has graciously agreed to chair the 1981 conference to be held October 14 to 17, 1981, at the Sheraton Hotel on John F. Kennedy Boulevard in Philadelphia. Cora will be coordinating her planning efforts with Region III members, the Board and local volunteer groups.

The Regions continue with their considerable activity. Regional structures are being re-defined and refined; newsletters disseminated; and new members recruited.

During the course of the year, two regional chairs resigned due to extenuating circumstances and changes in their professional lives.

Mickey Uriniak, Jr. left his position in Region VI. Replacing Mickey on the Board is his Vice-Chair, Sue Towery.

Norma Johnson of Region IV resigned in October of 1980. A replacement will be named.

Both persons will be missed as their contributions and commitment to AVA were notable. We wish them well in their future endeavors.

Chris Franklin, member of the PDC, volunteered to review the past three years of Regional educational activities in order to discover successes and roadblocks. This information has been compiled and recommendations will be made for more uniform use of successful structures.

The Mott grant project, under Anne Hayden's leadership is producing remarkable results. Not only is a whole new promotional package describing AVA and encouraging membership scheduled for fall delivery, but AVA membership has grown by leaps and bounds. As of September 1, 1980, an all time "high" membership of 708 was reported. Regional breakdown is as follows.

Region I	61 members	Region VI	71 members	
Region II	58 members	Region VII	54 members	
Region III	141 members	Region VIII	55 members	
Region IV	35 members	Region IX	74 members	
Region V	105 members	Region X	54 members	TOTAL of 708!

As a result of the work on the Mott Foundation grant, several organizational issues have surfaced requiring the thoughtful consideration of the membership. Included