

1993

# Annual Report

**AVA**

ASSOCIATION FOR VOLUNTEER ADMINISTRATION

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# President's Message

1993

has been a year filled with challenge, activity and accomplishments for AVA. We have focused clearly on our mission of promoting professionalism and strengthening leadership in volunteerism. AVA's new strategic plan, covering 1993-1996, was completed. A significant outcome of the planning process was a sharper focus on our niche: the professional development of individual volunteer program managers. A position statement was crafted, which enables us to keep our niche and our mission in mind as we make organizational decisions. We created a new vision statement and developed three-year goals and objectives. We also created a marketing plan for the Association, which was the impetus for a re-design of all our materials and a new look for AVA. This includes **The Journal of Volunteer Administration**, which is back on schedule with a new editor.



Many exciting activities were completed this year:

- a re-write of our Ethics Statement, almost ready for distribution to members;
- an evaluation of our certification process;
- upgrading of the computer capability of the administrative office in Boulder;
- a successful International Conference on Volunteer Administration in Little Rock, AR;
- many regional conferences and activities.

As the year ended, we also began forging new collaborative efforts with other national and international organizations, such as:

- Points of Light Foundation
- International Association for Volunteer Effort
- American Society for Directors of Volunteer Services
- Corporation for National and Community Service

We believe it is critical that we continue to strengthen these relationships, as well as to focus on the critical relationships in our local communities—across the continent and around the world—with the numerous local networks of volunteer administrators.

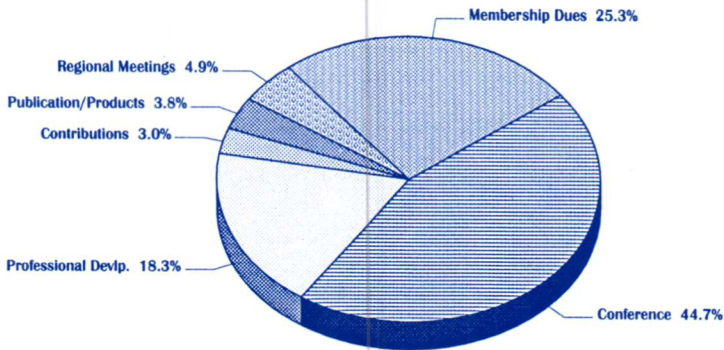
There are many challenges ahead for AVA, not the least of which is building our membership so that we can ensure a solid financial future for the organization. That will mean doing our best to identify the programs and services which are most important to our members, and providing those services in a timely and quality manner. The Leadership of the Association is committed to doing just that—and we have an incredible leadership team in the form of our board of directors and regional leaders. We all have a passion for the profession of volunteer administration, and look forward to the years ahead with excitement!

**Jackie Norris**  
*AVA President*

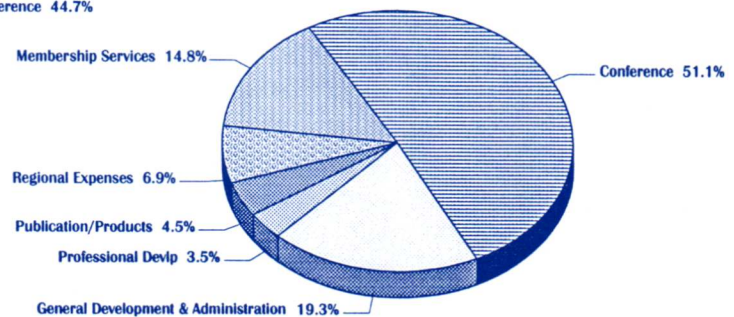


# FINANCE

## Revenues



## Expenses



## ASSOCIATION FOR VOLUNTEER ADMINISTRATION

### Financial Summary for the Year Ended December 31, 1993

#### PUBLIC SUPPORT AND REVENUE:

Conference	\$ 273,702
Membership	154,878
Regional Meetings	30,242
Publications and Products	23,302
Contributions	18,085
Professional Development	16,919
Interest	3,268
Other	316
<b>Total Unrestricted Funds</b>	<b>514,237</b>
<b>Total Restricted Funds</b>	<b>6,475</b>
Total Property & Equipment Fund	0
<b>TOTAL PUBLIC SUPPORT AND REVENUE</b>	<b>520,712</b>

#### EXPENSES:

Conference	\$ 296,557
Member Services	86,026
Regional Expenses	39,816
Publications and Products	25,890
Professional Development	20,494
General Development & Administration	111,777
<b>Total Unrestricted Funds</b>	<b>572,196</b>
<b>Total Restricted Funds</b>	<b>6,475</b>
Total Property & Equipment Fund	1,889
<b>TOTAL EXPENSE</b>	<b>580,560</b>
Excess of Expense over Revenue	(59,848)
FUND BALANCE Beginning	24,985
FUND BALANCE Ending	\$ (34,863)

**Mission** *The Association for Volunteer Administration (AVA) is an international membership organization whose purpose is to promote professionalism and to strengthen leadership in volunteerism. Members share a vision of the effective involvement of volunteers at the local, regional, national, and international levels and a commitment to the development of professional skills.*

### Board of Directors

<i>President</i>	Jackie Norris
<i>Vice President of Administration</i>	Michael Newman
<i>Vice President of Program</i>	Judy Helein
<i>Vice President of Membership</i>	Din Ladak
<i>Vice President of Regional Affairs</i>	Kathleen McCleskey
<i>Secretary-Treasurer</i>	Cheryle N. Yallen
<i>Chair, Resource Development</i>	Tina Bailey
<i>Chair, Public Information</i>	Shirley A. Gravely-Currie
<i>Chair, Professional Development</i>	Anita Jones
<i>Chair, Public Issues</i>	Vacant

### Staff

<i>Member Services Manager</i>	Martha N. Martin
<i>Administrative Services Coordinator</i>	Marcia Fine
<i>Certification Manager</i>	Lois Milne, CVA
<i>Administrative Assistant</i>	Lisa Higgins
<i>Volunteer Membership Coordinator</i>	Pat Hofman

### Volunteer Leaders

<i>International Development Manager</i>	Ruth E. Zeller, CVA
<i>Journal Editor</i>	Constance Baird
<i>Update Editor</i>	Frieda Smith
<i>1993 Conference Chair</i>	Pat Reed
<i>1993 Conference Vice Chair</i>	Jamie Henderson
<i>1994 Conference Chair</i>	Susan K. Mallory
<i>1994 Conference Vice Chair</i>	Sandy DeMarco

### Regional Chairs

I	Nancy L. Johnson
II	Mitzi Bhavnani, CVA
III	Janet H. Gonzalez
IV	Marilyn Blake
V	Mary D. O'Geary, CVA
VI	Gerri Beeson
VII	Gail McNulty
VIII	Sue Woolweaver
IX	Arlene Cepull
X	Nancy Gaston, CVA
XI	Irene Wysocki
XII	Jill Friedman Fixler

### Regional Vice Chairs

I	Kathleen J. Desmarais
II	Claire Jones
III	Connie Pirtle
IV	Marsha Riddle
V	Dianna King
VI	Betty Jo Tibbits
VII	Maureen T. Watkins
VIII	Lynette Ballard
IX	Melsie Waldner, CVA
X	Terry Adair
XI	John E. Chappell
XII	Sarah Christian

*AVA's membership includes directors of volunteers, agency administrators, volunteer coordinators, supervisors of volunteers, association leaders, community resource managers, educators, trainers, researchers and students, whether those in leadership roles are paid staff or volunteers.*



## Report to the Membership: AVA Certification Program Study

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Anita Jones, Professional Development Chair

During the summer and fall of 1993, Lori Gregg of Innovative Management Concepts (IMC) conducted an evaluation of the AVA Certification Program. Her study confirmed much of what we already suspected, but it also revealed some interesting new data and suggested possible new directions for the program.

As IMC's principle, Lori Gregg worked with a small team of AVA members who advised her as to the content and suitability of her methods as she proceeded with her evaluation. Data was collected using the following four research methods: 1.) a survey written in two forms---one for CVAs and one for "candidates" (those who had taken the CVA workshop and may have completed their applications but who had not completed the portfolio work); 2.) discussions with seven focus groups located across the United States; 3.) telephone interviews with eleven of AVA's past and present leaders; 4.) a review of the credentialing procedures of three other professional organizations.

We received good response rates from the CVAs and candidates---44% of the 93 CVAs returned their surveys, and 35% of the 134 candidates returned their surveys. Of those responding, 85% were AVA members. In some cases, the remaining respondents were former AVA members who had retired from the field. Respondents had between one and fifty years of experience in paid volunteer administration positions with up to fifty years of experience in unpaid positions. When asked if they considered volunteer administration their primary profession, 78% of the CVAs answered affirmatively, as did 85% of the candidates. Forty-eight percent of the CVAs and 72% of the candidates spent over half their time on volunteer management.

CVAs and candidates reported two primary reasons for pursuing certification: to gain professional recognition and validation and to challenge themselves professionally. CVAs further cited two rewards gained from completing the process: increased feelings of professional self-worth and credibility as a professional.

There was an interesting difference between CVAs and candidates in their rating of "increasing professional self-esteem" as a motivating factor: CVAs gave it their highest score, while candidates gave it their lowest score. IMC concluded that this difference may be attributed to the fact that as the profession matures and gains recognition, volunteer administrators have less need to seek opportunities to build professional self-esteem.

Intrinsic motivators to complete the certification process were reported as: 1.) The internal motivation to complete the goal and 2.) The process itself proved to be interesting and encouraging. Extrinsic motivators to complete the program were mentors and work groups.

CVAs and candidates alike valued the exercise of writing a philosophy statement highly, and they valued completing a self-assessment checklist almost as much. Both groups marked the identification of educational or career goals as the least pertinent or valuable result of the process.

Roadblocks to the completion of the certification process identified by CVAs and candidates fell into four general categories. The obstacle mentioned most often was the manual; next, the lack of local support for people working on their portfolios; then, a need to improve workshops; and, finally, the large amount of writing involved. In discussions about the writing required in the certification process, CVAs and candidates commented consistently that it was difficult to find enough time to do the writing, that the specific required format for the writing was frustrating, and that writing often did not come as naturally to volunteer managers as verbal communication.



Seven focus groups met in Spokane, Anchorage, New York City, Little Rock, Seattle, Albuquerque, and Kennebunk, Maine. In most cases, the group was a DOVIA in which the majority of people were not CVAs and many were not AVA members. The participants of each focus group discussed what they thought about professional credentialing in general and what they thought about the CVA process specifically.

Focus group members believed that credentialing was important for a profession. They made the point that the profession itself must have credibility before the credential can. They believed that credentialing should: 1.) increase an individual's knowledge and skills; 2.) create and support the perception of credentialed individuals as authorities in the field; 3.) assist individuals in obtaining compensation commensurate with their professional status; 4.) bring personal satisfaction; and 5.) bring respect among peers.

The focus groups identified the following problems with AVA's certification program: 1.) a need for marketing to increase knowledge and awareness of the program as well as accessibility; 2.) a perception that the process is "lengthy, time-consuming, and complicated"; 3.) the use of writing as the only form of expression; 4.) the use of the self-assessment checklist as the only tool to measure competence. Focus group members also believed that the manual should be revised and additional local-level support developed.

The interviews with AVA leaders resulted in findings that are consistent with the findings of the surveys and the focus groups. In addition to the ideas already identified by the other groups, the interviewees also mentioned: 1.) revising the program to attract a broader-based, more diverse group of applicants (those in upper-level management in fields other than health and social services); 2.) updating the content to include technology and other new concepts in work and learning styles; 3.) developing pride and enthusiasm for certification within AVA; and 4.) upgrading the sophistication of marketing, materials, and systems.

We were pleased with Lori Gregg's excellent job of research. She worked quickly through existing AVA processes and organizational structures and did a thorough job of compiling information. After completing the research, Gregg made recommendations falling into four general categories: 1.) Redesign the process to make it more attractive and feasible; 2.) Develop an evaluation and revision cycle for the program; 3.) Improve marketing of the credentialing process; and 4.) Insure that the product and the process have the full and enthusiastic backing of AVA leaders. These recommendations, while not to be considered as the final word on the development of the certification program, are being considered along with other ideas on making improvements as indicated by the research. The board is also exploring ways to bring cutting-edge technology and ideas to the certification program. We will be announcing details as they are available.

So how will the results of this study affect AVA members interested in the program? Many changes have already been made to the certification workshop to make it useful and practical. AVA Certification Manager Lois Milne has also given increasing attention to locating local support for candidates as the survey participants suggested. If you are already a CVA, your certification will be fully valid and recognized in the future. If you are currently working toward your CVA, we encourage you to continue your efforts. A new process will not be in place for some time, and we do not expect the content of the program (i.e., the competencies) to change substantially. For those reasons, AVA members who are thinking of beginning the certification process should not be deterred by the possibility of a change in the program. If you are interested in certification, call Lois Milne to set up a certification workshop, or plan to attend one of the two workshops being offered at this year's ICVA.

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*AVA Certification Program Study*  
*Update/July/August/1994*