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**AVA**  
**ANNUAL**  
**REPORT 1986-87**

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AVA has as a primary focus the philosophy that competent leadership in volunteer management will provide enhanced human and social service delivery systems. In addition, the Association seeks to impact educational institutions and agency administrators by increasing the awareness of the potential for volunteer involvement and the critical management role of the volunteer administrator.

## ORGANIZATIONAL BACKGROUND

The Association for Volunteer Administration, which celebrated its twenty-fifth anniversary in 1986, is an association of administrators, educators, researchers, consultants, trainers and students in the field of volunteer services management. AVA is a 501(c)(3), non-profit educational organization headquartered in Boulder, Colorado. Individual membership has grown to 1660, and another 4000 individuals are members of local or regional affiliates. AVA affiliates include fifteen national organizations, fifteen state offices, and forty-two local, regional, and state associations.

National leadership for the Association is provided by a ten member Board of Directors. The Association's services are delivered through its twelve regions under the leadership of Regional Chairs and Vice Chairs.

## BENEFITS OF MEMBERSHIP

- AVA's bi-monthly newsletter-UPDATE
- AVA's quarterly publication-The Journal of Volunteer Administration
- A subscription to Voluntary Action Leadership, a quarterly magazine
- Reduced fees and costs for AVA's Conference on Volunteer Administration
- Reduced fees for Regional AVA Conferences
- Opportunities for networking through AVA
- Reduced costs for AVA's certification (CVA)
- Outstanding training from field's top-ranked trainers at AVA's Conference on Volunteer Administration
- Opportunities to develop leadership skills locally, regionally and nationally.
- Updates on issues affecting our field through AVA's publication; National Issues UPDATE

## PROGRAM SERVICES

Ethics and Standards - AVA provides the only ethics and standards statements in the field of volunteer administration.

Certification - A competency-based peer review credentialing program, the designation CVA (Certified in Volunteer Administration) is awarded upon the successful completion of an intensive self-assessment and portfolio development process.

Conferences - The Conference on Volunteer Administration is the annual convention for practitioners in the field of volunteer services management. Regional workshops and training events provide opportunities for professional development on a local level.

Publications-THE JOURNAL OF VOLUNTEER ADMINISTRATION, published quarterly; UPDATE, the Association's bimonthly newsletter; National Issues Update, a quarterly issues report; and an annual membership directory.

Awards - The Association recognizes outstanding contributions to volunteerism through an annual national awards program.

### THE CONFERENCE ON VOLUNTEER ADMINISTRATION

AVA sponsors the premier national conference THE CONFERENCE ON VOLUNTEER ADMINISTRATION, held annually in October at sites around the nation. The conference offers workshops and seminars presented by the top leaders and trainers in our field, plus an opportunity for program coordinators to share their expertise.

Features of the conference also include nationally prominent keynoters, "Meet the Experts" opportunities, chances to network with others in volunteer administration, exhibits and resources.

### AVA'S NATIONAL OFFICE

AVA, which serves members in America, Canada and abroad, has its office in Boulder, Colorado under the direction of Executive Director, Jacqueline Callahan, CVA; Executive Secretary, Martha Martin; Bookkeeper and Subscription Manager, Stephanie Mile, and Membership Coordinator, Pat Hofman, Volunteer. To contact the office write: P.O. Box 4584, Boulder, CO 80306 or call: (303) 497-0238.

DATES FOR FORTHCOMING  
CONFERENCES ON VOLUNTEER ADMINISTRATION  
Denver, CO-Oct. 12-16, 1988  
Crystal City, VA/Washington, D.C.-Oct. 3-6, 1989



# REPORT OF THE PRESIDENT AND EXECUTIVE DIRECTOR

AVA continued its record of gaining strength in membership and accomplishments, even as it worked to stabilize and consolidate its programs during 1986-1987.

Under the leadership of Vice President for Constituent Affairs **Steve McCurley**, membership increased from 1,420 to 1,660, a 17% increase in total membership. Of these, 14 members represent national affiliates (a 28% increase) and 42 members represent local affiliates (an increase of 12%). We also initiated incentive programs for both regions and individuals to recruit new members, the primary way AVA has of increasing its base support.

AVA recognized national trainer and author **Sue Vineyard** with the Harriet Naylor Distinguished Member Service Award and the Peace Corps with the National Service Award on the occasion of its 25th anniversary. The Awards Committee was chaired by First Vice President **Martha Mull**.

Each of our twelve regions has been active this past year, hosting certification workshops and conferences or communicating with members via a regional newsletter. Several regions have begun very creative efforts to collaborate with other state or national organizations to sponsor programs on volunteerism. **Carol Todd**, Vice President for Regional Affairs, has been in touch with all regions on a regular basis and has continued to develop annual regional leadership training, held prior to our Association conventions.

Vice President for Program **Peggy Mihata** focused on the very successful convention in Buffalo, chaired by **Gretchen Stringer**, and has worked throughout 1987 with Chair **Jean Davis** and the local conference committee in Chicago to assure yet another success. Already, she has set her sights on the next two years: 1988 in Denver and 1989 in Crystal City/Washington, D.C. The Board moved to change the name of our convention to "The Conference on Volunteer Administration" to acknowledge the very active role of our Canadian members and also to avoid being confused with several other conferences.

AVA publications continued to reflect the diversity of our field. **UPDATE**, the member newsletter, assumed a new look and added some new features by Editor **Hilda Palm**. **Anne Honer** is now at the helm of **THE JOURNAL OF VOLUNTEER ADMINISTRATION** as Editor-in-Chief following **Susan Ellis's** six years of creative and constructive work in building the only journal in the field. It now has a broader variety of articles and several new features: an annual index reference of articles on volunteerism, a training design feature, and articles by several presenters at our convention the preceding fall. Non-member subscriptions to **THE JOURNAL** have increased 5% this past year. **JoAnn Swinney** has served as Public Information Chair overseeing these two publications.

"Public Issues Update," edited by

**Marni Holbrook Roberson**, has focused on state offices of volunteerism, a look at the increasing emphasis on promoting volunteering, and the results of our survey among institutions of higher education which offer coursework on volunteer administration. The Public Issues Committee has also brought resolutions on public policy issues for consideration by the Board.

Resource Development Chair **Val Ogden** continued to work toward programs and projects designed to bring additional revenues to AVA coffers. The corporate sponsor program increased from 3 to 20 through the involvement of Chicago area corporations who generously supported the convention this October. The Annual Giving Program has received \$2600; the generous contributions of our members strengthen AVA. Safeway, Inc. promoted volunteering with our slogan, "Volunteers Give the Best Gifts: Themselves. Thanks from AVA," on 3 million grocery bags across the country. This slogan, created by former board member **Sam Baker**, then became the focus of our first volunteer recognition item: ceramic tiles. Sales to members and non-members alike were \$11,427. We also laid the groundwork for future contacts with five private foundations.

Secretary-Treasurer **Anita Bradshaw** worked with the board and Executive Director **Jacqueline Callahan** to improve our budgeting information process. As a result, the board can now more closely monitor our cash flow and our financial situation.

AVA made significant progress with Certification this year. Under the leadership of **Winifred Brown**, Professional Development Chair; **Mel DelMonte**, Assessment Panel Chair; and **John Mason**, Application Reader Chair; the certification process has been standardized and streamlined. **Rhoda White** assisted in the writing of criteria for the selection of volunteer personnel to participate in application reading, assessing portfolios and workshop training. **Carol Moore** wrote guidelines to aid the Assessment Panel in a consistent review of CVA portfolios. Training curricula were tested for the Certification Workshop (3.5 hours) and for a new "Overview of AVA Certification" workshop (1.5 hours), reviewed and tested by **Emily Harkins** and **Kitty Umbarger**. The AVA added 14 new CVA's to our certification roster, as well as 12 individuals who applied to convert their historic CAVS's to CVA designation.

Educational Endorsement continued through the volunteer services of **Hope Bair Piovra**.

The Task Force on Higher Education, chaired by **Joanne Holbrook Patton**, surveyed over 180 institutions regarding their curricula applicable to volunteer administration. An anonymous grant enabled AVA to use the services of the Norwich University Institute on Studies and Analysis to conduct the survey and compile the data. A mon-

ograph describing the project will be printed and the entire report, including a description of over 50 institutional programs, will be published.

Our **Past Presidents Council** began discussion of how to update the "Ethics and Standards" statements, the only such statements in our field. Consideration is being given to how member input and discussion can be conducted in 1988.

The **Board of Directors** met four times this year, before and after each convention, as well as in January and May. These have been important times for the Board and Executive Director to plan and develop new working relationships as we continue to define our newly emerging roles and opportunities. The Board and Executive continue to work together on fundraising initiatives. First Vice President **Martha Mull** chairs the Personnel Committee.

Because of **Jackie Callahan's** participation at regional conferences and certification workshops, our knowledge of interested members has enabled us to involve 191 members, a 35% increase within the year. In addition, new systems for the Association are in place for membership and subscriber databases, conference mailings, certification and affiliate tracking systems, finances and office procedures. All of our new projects have been implemented with the support of our small but dedicated staff.

The By-laws Committee, chaired by **Joey Lasnik**, and the Nominating Committee chaired by **Joe Rozelle**, focused their attention on the essential support offered the membership by an in-depth by-law review and the presentation of representative nominations for members.

President **Christine Franklin** continued to participate on Independent Sector's Daring Goals Committee and several task forces convened by United Way of America. Our capacity to participate more broadly is growing and we appreciate the assistance of those members who represent AVA while simultaneously representing their own organizations.

The Board has been committed to stability and to fortifying AVA's position in the field of volunteer administration. 1986-1987 has been a significant year in that regard. 1988 will begin with a new five year strategic plan, developed by 35 of our national leaders. This process and plan heralds an exciting future for AVA. We eagerly look forward to it, with you.

Christine G. Franklin  
President

Jacqueline A. Callahan  
Executive Director