

# ANNUAL REPORT

1989-90



**FROM the  
PRESIDENT  
and the  
EXECUTIVE  
DIRECTOR**

This has been a year of heightened activity and dramatic change for AVA as we rise to the challenges posed by a world unprecedented in its interest in volunteerism and citizen involvement. To meet the growing demands of changing societies, we have invested heavily in strengthening our internal operation. We have taken a hard look at our structure and approaches to governance and have taken steps to strengthen our place in the community of international and national associations and the societies represented by our members and subscribers of *The Journal of Volunteer Administration* in the U.S., Canada, and some twelve other countries.

The growth in AVA membership during the last quarter of the year exceeded, by three-fold, membership growth at the same time the previous year. Membership is now 1,852. At the same time, contributions to our Annual Fund have come from more members, and particularly from more new members, than ever before. The 1989 International Conference on Volunteer Administration, which took place in Washington, D.C., was yet another successful event for AVA, providing over 800 members and non-members with a unique and valuable opportunity to attend over eighty-eight workshops and keep abreast of the latest developments in the field. The 1990 conference in Kansas City promises to be an even greater success. Our regions have been very active this year with conferences, workshops, retreats, and consultations. These are signs of vitality and suggest that our strengthened emphasis on public policy involvement and marketing of the Conference is attracting more members and greater member confidence in our capacity as a professional association.

During this past year we have strengthened the administrative capacity of our Boulder, Colorado, headquarters while reducing administrative costs. Multiple computer services, which in the past had been provided by outside consultants, have been moved in-house, enabling the Association to more efficiently and inexpensively process and maintain membership information. Our strengthened involvement in public policy has provided AVA with a voice influencing the development of the Points of Light Initiative Foundation and national service legislation. Our decision this year to launch a major new legislative initiative, the Volunteer Recognition Act, with the leadership of board Public Policy chair Jo Uehara, will provide our members and institutional colleagues in the nonprofit community with new leadership in the public policy-making realm. Implementation of our leadership bank, our continuing surveys of higher education, and completion of our employer survey provided valuable information and resources. John D. Mason, CVA, chair of

AVA's Professional Development Committee, initiated a process that resulted in simplification and improvement of our materials related to the Certificate in Volunteer Administration. Our participation this year in a survey of the educational needs of volunteer administrators, analyzed by Professor Jeff Brudney of the University of Georgia, keeps AVA in the forefront of promoting and strengthening the profession of volunteer services management.

This year launched a Mission and Structure Task Force, chaired by Jackie Norris, which, in collaboration with the regions, provided the board with the information needed to embark on a restructuring of the Association that will clarify its role vis à vis other international, national, and local organizations.

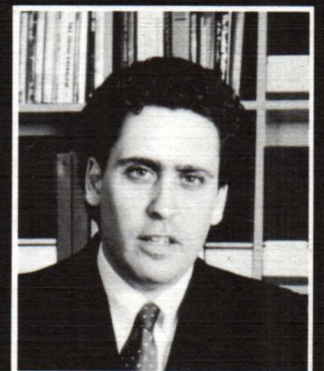
Strengthening our relationships with kindred associations and nonprofit groups has been a continuing goal of AVA. This year marked the first of what promises to be a series of meetings with the board and staff of VOLUNTEER. These meetings are an opportunity to share ideas, discuss potential for cooperation, and clarify the distinct roles and importance of these two major organizations in the field of volunteerism.

Of perhaps greatest importance and concern are AVA's efforts to eliminate a longstanding financial deficit. This year, for the first time, AVA enlisted the services of an accounting firm specializing in nonprofit organizations and professional associations as part of our commitment to achieve a clearer understanding of our financial operations and the steps necessary to achieve a healthy financial position. We are now equipped to embark on developing a three-year plan for deficit reduction that will combine a continuation of the cost-saving measures implemented last year with necessary steps for increasing revenues. With the continued commitment of our dedicated board of directors, membership, and staff, we are ready to face the challenge of maintaining a vital association.

The message is clear - organizations utilizing volunteers require the support of a well trained and professional corps of volunteer managers. AVA is uniquely positioned to insure that managers of volunteers receive the recognition, training, credentialing, and visibility they deserve. These next few years will challenge AVA and the field as never before. We will meet this challenge as we have challenges in the past. A professional organization could not do less.



*Val Ogden*  
Valeria Ogden  
President



*David Tobin*  
David Tobin  
Executive Director

## MISSION STATEMENT

The mission of the Association for Volunteer Administration is to shape the future of volunteerism, nationally and internationally, by strengthening and promoting the profession of volunteer services management. Members share a vision of the effective involvement of volunteers at the local, regional and national levels and a commitment to the development of professional skills.

Membership in AVA, open to salaried and non-salaried individuals, is recognized as an important indication of a commitment to a career in the field of volunteer administration. To this end, the Association:

- Determines ethics and standards for professional volunteer administration;
- Conducts the International Conference of Volunteer Administration -- a national forum for discussion of common concerns, exchange of knowledge and experience, and interaction with the profession's outstanding practitioners;
- Develops and disseminates pertinent information and resources through *The Journal of Volunteer Administration*, and other quality publications;
- Offers opportunities to exercise leadership within the profession;
- Sponsors the Performance-Based Certification Program, which identifies the competencies of the profession of volunteer administration;
- Provides information on national issues affecting volunteerism;
- Recognizes outstanding contributions to volunteerism through an annual awards program.

### MEMBERSHIP AND PROGRAM GOALS

- Increasing and diversifying the membership.
- Establishing standards of professional excellence that are widely acknowledged.
- Broadening and strengthening professional development activities and technical support.
- Discovering and disseminating effective techniques and technologies.
- Influencing the enactment of supportive public policies.

### RESOURCE GOALS

- Developing and rewarding effective volunteer and staff leadership.
- Creating and implementing a more unified, efficient and responsive organization that meaningfully involves members.
- Initiating collaborative relationships with other organizations.

(Adopted June, 1988)

## BOARD OF DIRECTORS

President	Valeria Ogden, Consultant (WA)
First Vice President	Jeanne Bradner, Governor's Office (IL)
Vice President Constituent Affairs	Sarah Kegerreis, Terrell State Hospital (TX)
Vice President Program	Jean Davis, The Salvation Army (IL)
Vice President Regional Affairs	Kathleen Curtis, CVA, Family Service of Milwaukee (WI)
Secretary-Treasurer	Katherine H. Noyes, Virginia Dept. of Volunteerism (VA)
Chair, Professional Development	John D. Mason, CVA, United Way/THE VOLUNTEER CENTER (IL)
Chair, Public Information	Billie Ann Myers, Arkansas Office of Volunteerism (AR)
Chair, Public Issues	Jo S. Uehara, Independent Sector (DC)
Chair, Resource Development	David E. Driver, The Nobel Press (IL)

## STAFF

Executive Director	David Tobin
Executive Secretary	Martha N. Martin
Assistant Director Administration	Paula Weaver
Membership Coordinator	Pat Hofman

## REGIONAL CHAIRS

- I Linda Darling, Governor's Office on Volunteerism (NH)
- II Eve Breedon, CVA, Consultant (NJ)
- III Debra G. Rapone, AARDA Education Institute (DC)
- IV Kay G. Bradley, Volunteer Action Center (VA)
- V Joyce H. St. John-Marcus, Governor's Office on Volunteerism (AL)
- VI Jamie Henderson, Volunteer Services (TX)
- VII Martha J. Martin, Center for Volunteerism, United Community Services (MI)
- VIII Pat Cundiff, Heart of America United Way (MO)
- IX Judith A. Eisenmann, Women's Forum (WI)
- X Joby Winans, State Center for Voluntary Action (WA)
- XI Sonya Amos, Volunteers Involved for Pasadena (CA)
- XII Ancella W. Hart, Volunteer Management Professionals (CO)

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AVA has memberships in Canada, Ireland, England, Australia, Japan and Hong Kong and subscribers to *The Journal of Volunteer Administration* worldwide.

## COMMUNICATION



One of AVA's primary tasks is to provide information to its members and to the community of volunteer managers and the general public. Our publications put members in touch with public policy issues, membership activities, and educational materials relating to volunteerism and administration.

- Four times a year AVA publishes *The Journal of Volunteer Administration*. Articles are presented on program management, model projects, and tested techniques for successful volunteer involvement. The articles represent a wide diversity of program types, settings, and geographical locations, with emphasis on how to apply the experiences of others to new settings. The latest in research results as well as special features such as abstracts of related articles and adaptable training designs are featured in each issue.
- The *AVA Update* is a bi-monthly newsletter sent to all AVA members. The *Update* contains articles on regional news and events, new publications, affiliate news, regional affairs, public policy updates, and a calendar of conferences, seminars and workshops presented around the country.
- Other publications available to members include the *Professional Ethics in Volunteer Services Administration* and the *Membership Directory*.
- Surveys on the AVA Membership, Higher Education in Volunteer Administration, Educational Needs, and Employer Recognition are available to the membership.
- Discounts on leading publications in the field are available to members.
- Thematic Clip Art is offered to members for help with newsletters or brochures, thematically grouped as starters, survival, recognition, borders, holidays and seasons, and volunteers in action and fundraising.
- A Leadership Bank, made accessible throughout the organization when needed, is a vehicle for drawing on the experience, commitment, competency and talent of our membership. It expands the process by which leaders can be nominated and appointed at all levels and captures information about leaders in a central location. The bank secures the succession of strong leadership in all areas of AVA's activity.

**A**VA's conferences aim to enhance and strengthen competent leadership in the profession. These conferences offer people from local, national and international regions the opportunity to discuss past experiences and upcoming challenges to themselves, their programs, and their profession.

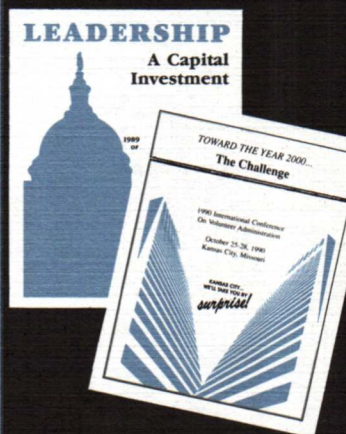
■ Every year AVA sponsors a five-day conference open to members and non-members alike. The International Conference on Volunteer Administration is a forum for the discussion of common concerns, exchange of knowledge and experience, and interaction with the profession's outstanding practitioners. Workshops and seminars are presented on such topics as preventing burnout, career advancement, conflict management, special populations, new program models, ethical issues, and demographic trends.

These conferences also offer a unique opportunity for participants to hold individual consultations with many of the noted professionals attending.

■ Regional Conferences are held almost every year, sometimes in conjunction with another local group. There are also mini-conferences in different areas depending on the size of the region. Workshops and seminars vary from one to two days. Certification training is also available.

■ The Annual Meeting is held during the International Conference on Volunteer Administration. This is the time for officers' and committee reports, recognition of outgoing officers and committee chairs, and the introduction of new officers and committee chairs. A voting body (which includes the board of directors, regional chairs and vice chairs, and a delegate for every ten active members in a region) discusses and votes on matters pertaining to AVA's organizational actions and business at this meeting. All attendees at the conference are welcome to attend, whether AVA members or not.

## TRAINING and CONFERENCES



**A**VA is directly involved in influencing supportive public policies. In 1990, AVA was represented at the first meeting of the Points Of Light Foundation Servlink/Volunteer Center Advisory Committee. The Committee includes four AVA members, Winifred Brown, CVA, Gail McGlothlin, Jeanne Bradner, and Jo Uehara. The Committee agreed to the following Mission Statement: "To link every American with a significant volunteer opportunity," and strategies to: 1) collect and disseminate information about volunteer opportunities that work; 2) deepen the participation of volunteers at all levels of the organization where they are now involved; 3) encourage the creation of new opportunities for service where they are not and promote excellence in volunteer management and governance; 4) promote and insure accessibility of "volunteer matching systems"; 5) promote partnerships between existing networks and centers; 6) promote equal access to volunteer service to reflect the diversity of American society; 7) influence greater availability of resources to support volunteer service.

■ Also in 1990 the members of AVA indicated strong support for the development of a "Volunteer Recognition Act" as the Association's top priority in the area of public policy. This proposed legislation would; 1) amend the Internal Revenue Code of 1954 to provide that the amount of the charitable deduction allowable for expenses incurred in the operation of a motor vehicle will be determined in the same manner Government employees determine reimbursement for use of their vehicles on Government business, and that the deduction be available to all taxpayers, not just those that itemize; 2) amend or repeal Title 31, Section 1342 of the United States Code, which requires Congress to pass legislation specifically authorizing a federal agency to enlist the services of volunteers; 3) authorize deduction from gross income (for both itemizers and nonitemizers) of child-care expenses incurred while volunteering.



**A**VA sponsors the only professional certification program in the field of volunteer management. The CVA (Certified in Volunteer Administration) credential increases professional credibility, expands knowledge, and enhances recognition of leadership potential. The CVA is awarded to applicants who meet AVA professional standards, certification criteria, and who successfully complete a competency-based portfolio.

- The CVA certification program is unique. It combines self-assessment and the development of a portfolio to demonstrate competence in areas essential to successful volunteer administration.

**E**very year, AVA presents two awards for outstanding contributions to volunteerism. In 1989-90, the Distinguished Member Service Award was presented to **George Romney** and the **American Red Cross** for their volunteer work, dedication, support, loyalty and continued efforts that stand as monumental evidence of their concern for the field of volunteerism.

- The Harriet Naylor Distinguished Member Service Award is presented to an AVA member for his or her leadership, advocacy, research publications, media, education, and/or program development and management. **Susan J. Ellis** received the award in 1989-90.

## CERTIFICATION



## AWARDS



**COMMITTEES  
1989-90**

**ANNUAL MEETING**

**Credentials Committee**

Rhoda F. White, Chair

Joan Brown

Sarah Elliston

Judy Fink

**Election Committee**

Hilda Palm, CVA, Chair

Roberta Colby

Jan Allan

**Reading Committee**

Barbara Wentworth

Carol Friedland

Joyce Howarth, CVA

**Timekeepers**

Mary Samson

Helen Mahoney

**AWARDS COMMITTEE**

Jeanne Bradner, Chair

Linda Darling

Joyce Howarth, CVA

Marilyn Lyon, CVA

Marilyn Mackenzie

John D. Mason, CVA

**BYLAWS COMMITTEE**

Betty L. Greer, Chair

Alvin Tyndall

Joyce Horan, CVA

Marsha Riddle

Marge Livsey

Marilyn Partin

**NOMINATING COMMITTEE**

Joanne Patton, Chair

Ancella W. Hart

Sarah Kegerreis

Suzanne Lawson, CVA

Melsie Waldner, CVA

**EDUCATIONAL ENDORSEMENT  
COMMITTEE**

Hope B. Piovia, CVA

**1990 INTERNATIONAL**

**CONFERENCE ON VOLUNTEER**

**ADMINISTRATION PLANNING**

**COMMITTEE**

Ann Jacobson, Co-Chair

Betty Muder, Co-Chair

Barbara Cordts

Betty Searle

Leslie Langtry

Beverly Sheldon

Kathy Goul

Don Wise

Jean Nelson

Linda Peden

Donna Malone

Barbara Neufeld

Charles Dixon

Al Kemp

Barbara Gumming

Sharon Jones

**1991 INTERNATIONAL**

**CONFERENCE ON VOLUNTEER**

**ADMINISTRATION PLANNING**

**COMMITTEE**

Ann W. Cramer, Co-Chair

Lydia Thompson, Co-Chair

Gayle G. Daniel

Christa Ellis

Horace Hudson

Gary Jeusel, Ph. D.

Sybil Langley

James P. Marshall, Jr.

Susan Morgan

Joyce Ojala

Alicia Philipp

Linda Pulley

Marchant Roach

Margaret Roach