

DOVIA EXCHANGE

THE CENTER FOR CREATIVE COMMUNITY P.O. BOX 2427, SANTA FE, NM 87504

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Editor: Ivan Scheier Associate Editor: Janet Stoker



DIRECTORS OF VOLUNTEERS IN AGENCIES

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"PROFESSIONAL" IS A SACRED COW?
STRONG SYMBOL?

by Ivan Scheier

Choose one. In any case, it is a magic word. Concentrated here is every high expectation of vocation, every deepest yearning for status and respect.

"Professional" keys the mission statement of DOVIA-type associations; it is the core of our workshops, the quiet agenda in every meeting. If we are not "professional," we are nothing. It is the label for aspiration, the core of our identity.

Given all the symbolic power packed into the term it is dangerous even to raise questions about the label. But it is time to do so, because I am no longer sure it is doing for us what we need it to do for us.

A first concern is whether we can even communicate effectively about this power-laden concept, so various and distinct are the many meanings of the term. In his excellent lead article in December, 1988, Experiential Education, David Moore has this to say:

"The everyday uses of the word 'professional' confuse our problem. One connotation is evaluative: Calling an occupation a profession confers dignity or status on its members. Another implies a certain level of commitment: 'Professionals,' as opposed to amateurs, practice their art/craft/science full-time, and they are

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paid for it. A third use suggests that a person is highly skilled in some practice: "She did a really professional job."



Moore goes on to describe eight different criteria by which any field can judge whether it is a profession. How can we effectively communicate about our professionalism if you mean by it Moore's "commitment" and "sense of community," while I'm thinking of his criterion of "relevance to social values." We're using the same word to talk about different things. Even when we can communicate about the concept, our position is sometimes ambivalent. Thus, I believe we are a profession primarily because we do have a code of ethics, but at the same time are not a profession on at least two of Moore's other criteria: autonomy, and having our own body of theory.

It would seem we are using the word less as a basis for clear communication, and more as a kind of mystic invocation. (SHAZAM!) Even as that, there are two serious problems.

The first is the dilution of the term's power and precision through over-use. I prepared for my last trip by taking some clothes in for professional dry cleaning, caught a ride to the airport on a bus operated by a professional driver, and at the airline ticket counter entrusted my luggage to a professional baggage handler. (Yes, baggage handling is officially designated a profession by the U.S. Department of Labor, and became one on the same day Hat Naylor succeeded in gaining us official recognition for volunteer administration as a profession!)

Honorable occupations, all of them, but does the word have any special meaning left, besides that of a generalized honorific, signifying skilled, important? Indeed, does "professional volunteer" mean anything more than that? And what about Joyce Brown of New York City gallantly resisting involuntary institutionalization on the basis that she was a "professional streetperson"?

Well, you say, we know what we mean by professional. Even so, it's what others mean by professional that can help us or hurt us, and that meaning seems so dilute, broad, and unfocussed today, that I fail to see where the help for us is, under that label.

And, finally, to the extent that consensus does exist on the meaning of professional, there is an unfortunate tendency sometimes to equate it with a kind of cool detachment that is a strange quality indeed for those who work with volunteers. Melanie Chic puts this eloquently in "Thoughts on Our Profession" (Spring, 1988, issue of The Journal of Volunteer Administration). Speaking of the search for "a role model for our profession" she says: "Social Work and other professions that began as caring responses to human need have followed paths leading to detachment, stringent guidelines, strict definitions of appropriateness, and limitations on inclusion." If this is what professional is, then it is equally what volunteerism should not be.

Recently colleagues Rob Cole and Jane Mallory Park have sent examples of the above dissonance between strict definitions of "professional," and the warmth of what we should be. We hope for further writing in this area from both of them, including suggestions for a better word, another flag to rally under. For now, we need to be a bit more careful about the word we do have.

* * * * *
WITH EVERY BEST WISH TO DR. WILSON

In recognition of her distinguished service to volunteerism and the church, Marlene Wilson will receive an honorary Doctorate of Divinity from Wartburg Seminary in Dubuque, Iowa. In earning honor, she honors all of us.

WHAT DID YOU SAY YOUR NAME WAS?



Last EXCHANGE we shared some good news from Claudia Mausner: you can use a major metropolitan newspaper to identify job possibilities that involve leadership of volunteers. But what job titles do you look for? Will they all have the word "volunteer" in them?

That's one significance for the information in this pre-publication report. The other part of it is help in selecting the best possible mailing/contact list for your DOVIA, Volunteer Center, RSVP, or State Office of Volunteerism. On that list, you want the people most likely to join your group, attend your workshop, maybe even purchase some products or services from you.

You can't copy the phone book. Maybe even the Chamber of Commerce's list of non-profits is too long for you, or too untargeted. So, what job or position titles do you look for to identify people likely to be interested in your association, conference on volunteerism, etc.? To some, that sounds easy: just scan for the word "volunteer" or "voluntary" in job or program titles.

Not that simple. The fact is, over half of the people who join your DOVIA, attend your workshop, contact your volunteerism resource organization--over half of these people do not have the word "volunteer" in their job title. (Sometimes, of course, they have no official job title at all.)

All this is according to a recent scan by the Center of five randomly selected workshop/conference rosters, eight professional association membership lists or directories, one national organization's prime mailing list, plus correspondence received by the Center over the past eight months--almost 2,000 job titles in all, used by people who, by their behavior, demonstrated interest in our field in the past two years. This doesn't claim to be a scientific study as yet, but there is no systematic bias in it that we know of, and the large number of cases certainly implies something pretty real here.

Let's call these people "Potentially Involved Persons" or PIP's. In our study, the reason they are potentially involvable in the future is because they have been involved in the past.

As noted, fewer than half (45%) of our PIP's even have the word "volunteer" in their job title! About three-quarters of these are either "Coordinators" or "Directors of Volunteers" or some closely related title. There are about an equal number of Coordinators and Directors, except in the case of health care volunteer programs where the "Director" title tends to predominate. As for the remaining one-quarter with "volunteer" in their title, variety is the rule and you will look far before you see such truly rare titles as "Volunteer Administrator" or suffixes such as CVA or CAVS after a job title, indicating certification in volunteer administration.

The real challenge, of course, is to identify PIP's among people who do not have the word "volunteer" keying their job title. In our scan of job titles, an astonishing 40-45% of these have the word "Director" somewhere in their title (though, again, not the word "volunteer"). The word comes with many qualifiers such as Executive Director; Field Director; Program, Project, or Assistant Director; etc.

The second most frequent term is "Coordinator," for about 15-20% of the non-volunteer-tagged PIP's. After that, there is significant though not overly frequent occurrence of terms such as Manager, Specialist, Administrator, Counselor, President, Chair, Consultant, and Officer.

But let's concentrate on how to identify PIP's called "Director" and secondarily "Coordinator." obviously, just because a lot of directors, assistant directors, etc. come to our workshops and join our DOVIA, doesn't mean there aren't as many or more directors who are not interested. So we probably won't want to put every "director" on our mailing lists.

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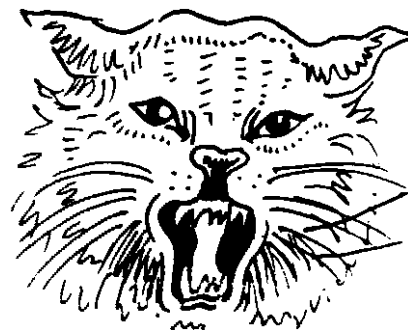
The key question in deciding whether a director-type title is of interest to us, is: "Director of What?" Our guess is-- we don't have data on it yet--that these are directors or assistant directors, etc. of relatively small organizations which do not have a volunteer coordinator/director and where, therefore, they have responsibility for volunteers and many other things as well. (Woe to the DOVIA that assumes they have a lot of money or time to spend on the association.)

"Director of what?" also suggests we look at the other words in the person's title which describe what they do, not just their status-role in so doing. The most frequent discriminating terms we found here were "community" (almost 15% of our non-volunteer-titled PIP's), followed by terms such as "Resource," "Relations" and "Development," at about 5% frequency, along with religiously oriented titles such as "Pastor," "Chaplain" and "Minister." Finally, somewhat less frequently, but still significant as one cue, would be terms like "activity director," "public relations," "support," "marketing," "involvement" and "leadership."

In sum, our best bet for people who do not have volunteer in their job title would be a phrase selection such as Director/coordinator of Community Relations/resources/development/services.

I hope that helps. We'd be vitally interested in your experience with this. What are the job titles you've most successfully involved in your organization and its activities? Along with this information, next issue, we'll have new info on people's preferences for the job titles they would like to have, e.g., the woman whose position used to be "Volunteer Coordinator" who would really like to be called "Community Resource Manager."

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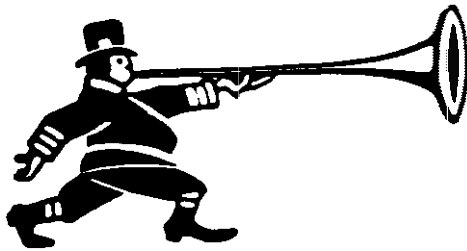
PASSIVITY PROHIBITED!!!

...on the DOVIA Network! Well, not actually prohibited, but certainly discouraged. Please, this is your network. USE IT:

- *to announce events, products, services you consider of wide interest in volunteerism
- *to raise questions and issues you'd like others' views on
- *to make statements on matters of concern to you and the field
- *to share information with colleagues and
- ***to be sure all this is communicated as widely as possible***

KEEP ON COPYING

Larceny is fully licensed by this Network. We steal most of our material from you; please do the same from us. Unless specifically stated to the contrary, EVERYTHING in the DOVIA Exchange is for copying in your own newsletters, notices, etc. Acknowledgement of source is appreciated, of course, but otherwise, the more you re-communicate, the happier we are. You've heard of clip art; these are clip clip-pings.



CONFERENCE CALENDAR

ACT NOW and there might still be time to get connected with CHALLENGE TWO--ONTARIO, a think tank scheduled for early March. Call Rob Cole (416) 965-6944.

March 9-12 is the 5th National COOL (Campus Outreach Opportunity League) Conference, New York City. For more: COOL Conference, Community Service Office, Admin. Bldg. 100, Fordham University, Bronx, NY 10458; (212) 579-2011.

March 14-16, 1989 is CHALLENGE EAST, a think tank on volunteerism, co-sponsored by the Center for Volunteer Development at Virginia Tech University and the Center for Creative Community. Location is a mountain lodge resort in the Blue Ridge Mountains of Virginia. Registration fee is \$70. Write the Center for Volunteer Development, CEC-CVD Suite, Virginia Tech, Blacksburg, VA 24061-0150, or phone Jane Janey at (703) 961-7966. Residents of Virginia may call 1-800-572-2180.

March 16-19 will be the 1989 VIP FORUM (Volunteerism in Criminal Justice) in Columbia, SC. For more contact: the VIP FORUM Committee, c/o Alston Wilkes Society, 2215 Devine St., Columbia, SC 29205; phone (803) 799-2490.

April 9-15. Recommended dates for NATIONAL VOLUNTEER WEEK, in U.S.

An ADVANCED SEMINAR ON VOLUNTEERISM, conducted by Ivan Scheier, is slated for April 22-23, 1989, in Albuquerque, NM. Preference will be given to people working in criminal justice, broadly considered to include prevention, diversion, etc., but other applications will also be considered on a space-available basis. Sponsored by the National Association on Volunteers in Criminal Justice (NAVVCJ). (414) 229-5630. Attendees may choose to participate in the National FORUM which follows this seminar (see below).

FORUM '89, the national conference on volunteers in criminal justice, will be April 23-26 in Albuquerque, NM. Sponsored by NAVVCJ. (414) 229-5630. Mail contact is William F. Winter, Executive Director, NAVVCJ, UW-Milwaukee Criminal Justice Institute, P.O. Box 786, Milwaukee, WI 53201.

May 4-7 is the formal opening of the Harriet Naylor Memorial Library on Volunteerism at the Center for Creative Community in Santa Fe, NM. Contact the Center for further information: (505) 983-8414.

May 23-24 will be a national audio-interact conference on FUTURING FOR VOLUNTEER PROGRAMS. Contact the Center: (505) 983-8414.

July 9-14 is Level One of the Volunteer Management Program at the University of Colorado. Call (303) 492-5151.

October 3-5 will be AVA's National CONFERENCE ON VOLUNTEER ADMINISTRATION in Washington, D.C. For more, write the Association for Volunteer Administration, P.O. Box 4584, Boulder, CO 80306 or call (303) 497-0238.

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Start planning now to be with us for
CHALLENGE THREE in Santa Fe next Fall.
Bigger and better than ever.

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The National Society for Internships and
Experiential Education will hold its an-
nual conference October 25-28 in Santa Fe,
NM. For more, write NSIEE at 2509 Haworth
Dr., Suite 207, Raleigh, NC 27609 or call
(919) 787-3263.

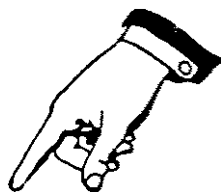
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Level Three of the University of Colora-
do's Volunteer Management Program is
November 5-10. Call (303) 492-5151.

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November 13-17 is the date for the Medi-
terranean Regional Conference of the In-
ternational Association for Volunteer
Effort (IAVE). Theme is "Volunteers--
Guardians of Social Change." Write:
Regional Conference, IAVE, P.O. Box
50432, Tel-Aviv, Israel 61500; FAX
972-3-660952.

MONEY, ANYONE?



PUTTING YOUR DOVIA ON THE MAP

This is a vital time for VOLUNTAS--the
place of volunteers--as described in the
enclosed progress report. Please share
this report widely with your members.

Now is the time to move beyond vague
expressions of interest to make some
specific commitment; it may or may not
be money and it needn't be large. The
sum of all such commitments will consti-
tute a grass-roots match when we approach
major donors in the spring.

The flyer outlines a wide range of choices
for involvement. To these, we plan to add
a map of North America on display at
VOLUNTAS. On the map, there will be a star
for every DOVIA, Volunteer Center, State
Office, or similar organization that has
contributed significantly to VOLUNTAS.

Last year's challenge was to identify the
best DOVIA newsletters in North America
and we chose two wonderful ones for nation-
al recognition: The Voice of VOLUNTEER
OHIO and DENVER DOVIA's Newsletter.

This year's challenge for all Network mem-
bers is for your very best ideas on re-
cruiting and retaining members for a pro-
fessional association in volunteer leader-
ship. As many ideas as you want but try
to fit them in no more than two or three
double-spaced typed pages. Preference is
given to methods proven successful in ac-
tual practice. Entries must be received
in this office no later than July 1, 1989,
and we will publish the winner, plus honor-
able mentions in either the Fall or Winter
issue of the EXCHANGE.

The winning association will receive a sig-
nificant cash contribution to its scholar-
ship fund, \$25 or 1-2% of all registration
fees for the DOVIA Network this year--
whichever is larger. Since many DOVIA
Network members these days are individuals,
or volunteer centers, etc., we'll be flexi-
ble in giving the prize to some other wor-
thy cause in volunteerism, if you're not a
DOVIA (for example, your personal confer-
ence scholarship fund).





LINING UP NEW VOLUNTEERS

FIVE HUNDRED HOURS A MONTH

(Plus or Minus 400)

Last EXCHANGE we asked your survey input on variations in recording volunteer service hours. Thanks to Jean Nelson, Director of the Volunteer Center in Kansas City, Kansas, who came through splendidly with 26 surveys taken at a DOVIA workshop. Rough trends thus far:

***Coordinators vary widely in how they reCORD service hours contributed by volunteers. For the very same volunteer program in the same month, I might report 500 hours, for example, while you get 350--or 750!

***About half the coordinators in the sample round off volunteer time to the nearest 15 minutes; for the other half, it's to the nearest 30 minutes or hour.

***A solid majority, ranging from 75% to 90% or so, count as volunteer service hours such things as coffee time, orientation and on-going education, meal time, meetings and parties, and telephone work done at home. A similar kind of majority do not include driving to and from volunteer work, reading assignments, and attendance at recognition functions.

***The group is quite evenly split on whether to include time taken at initial interviews, visits by service clubs or entertainers performing, and hours of board meetings by board volunteers.

The results thus far are unsettling. But before we decide whether to be more permanently shocked, and DO something about it, we'd like more survey data from you, and Comments, too. We'll be counting the hours until then.

Copley News Service recently reported that: "Scientists ... estimate the average American spends 30 minutes a day in line and the country spends 37 billion hours in line each year." People can get very unhappy about it, too, the article goes on to say. "However, Massachusetts Institute of Technology Professor Richard Larson says retailers can cut empty time-line anxiety by providing interesting diversions for customers--like providing mirrors for primping or having reading materials on hand."

So why not get your recruiting message on the line at the bank, in the supermarket, and in all those government offices. Poster, snappy brochure, whatever. By extension, think of all the other places people sit and wait, such as doctors, dentists' and lawyers' offices. Back to line-standing, I've even seen a coordinator successfully recruit volunteers, in person, walking down a waiting line of low-income clients. But this might work differently with customers. I don't know. Has anyone had experience with any of the above or anything like it? We'll share it with your colleagues, next issue.

The other part is a bit wilder, but so are the figures: 37 billion hours per year waiting in line--almost as many hours as people volunteer! Question; is there any quick volunteer work people might do while standing in line, if only to get acquainted with our cause, in a helpful way? This would be about one-minute kinds of participation, maybe just signing a book of endorsements, or adding a significant address or two to our prospect list.

You know, a world which has learned to tell an entire story in a 30-second commercial ought to be able to think up significant 30-second introductions to volunteering. Does this seem possible to any of you? What did the poet mean, anyhow, when he said: "They also serve who only stand and wait."



WHY THEY DON'T

AND WHAT YOU SHOULDN'T

A recent J.C. Penney survey explored reasons why people don't volunteer. Thanks to Kansas City's DOVIA Exchange for this capsule summary:

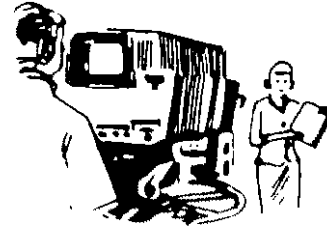
"The principal reasons given for not volunteering are lack of time (79%) and concern over not being able to honor the commitment (40%). This is consistent with the assertion of nonvolunteers that SHORT TERM PROJECTS would be the most important incentive to encourage them to volunteer, followed by having a friend or group with whom to volunteer, and getting training to be a volunteer. The opportunity to volunteer as a family, providing quality family time, was an important incentive. For non-working people with children, low cost day care ranked as an important incentive."

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You might think non-volunteers tend to compensate by giving more money. Not so, says the same article. As of 1985, households-with-volunteers gave an average of about \$850 per year to charity; non-volunteer households gave only about \$500 per year.

So, how can we change all that? Word-of-mouth, effectively organized and recognized, is by far the most effective volunteer recruiting method. Recruiting through the media is glamorous, but far less effective; when asked how they learned about the activities to which they donate time, only 4% of volunteers said they learned about their volunteer work through the media (down from 6% in 1981). Word-of-mouth, on

the other hand, is estimated to bring in between two-thirds and three-quarters of all new volunteers, in a healthy volunteer program. The media can really help you with public education and public relations, and a certain amount of fame. Just don't confuse that with targeted recruiting of volunteers where, ordinarily, media doesn't work very well, and may be expensive, too.



THE NICEST VACATIONS EVER

In the newspaper around Christmastime is a story for all seasons. An employee in a state lottery office, weakened by AIDS, had to quit work. The impending loss of pay and medical benefits threatened absolute disaster; no money to buy desperately needed medicine and probable loss of his apartment. Upon learning this, his colleagues in the local lottery office first co-opted a sympathetic and skillful bureaucrat to clarify that, yes, they could transfer their unused vacation time to count as work-time for the AIDS victim. Everyone then proceeded to donate a day or two of their vacation time. Employees in other lottery offices around the state--most of whom did not even know the man--picked up the idea and he now has a total of five more months on payroll.

Says one of the contributors: "I'm up to my ears in debt and couldn't give money. But I can give time."

Friend, there is no greater gift.



MAILBAG

One DOVIA Network incentive this year was "a special surprise favor for the first fifty to sign in '89." An early registration included the following note, quoted here in its entirety (honest!).

Dear Ivan--

If I'm one of the first fifty to join in 1989, please surprise me with one 1959 Plymouth Sports Fury, two-door hardtop. I'd prefer the larger 36-cubic engine. Power steering would be nice, too. If you can't find a 1959, a 1958 will do.

Thanks,

(Ed.: Name withheld to protect someone who probably doesn't need it.)

This is your editor's reply, what I wrote plus what I wish I'd written:

Dear _____

We really appreciate your initiative in telling us what you want for your surprise gift. Unfortunately, you were only tied for fiftieth registration to come in this year, so can only receive part of a gift. Knowing your interest in ancient vehicles, we have enclosed the fanbelt from a 1936 VW. I know it looks like a rubber band, but remember, these were truly compact vehicles and unusually resilient.

Drive slowly,

hac

Ed. P.S. It would be nice if it had ended there, with me one up, but the party of the first part just had to call, long distance, to complain that the fanbelt didn't fit his car. The dialogue's been going downhill ever since....

We still have a supply of VW fanbelts, if you're interested, but we thought some of you might prefer another sort of favor. So, if you're in the first fifty Network registrations for '89, you are receiving discounts for your DOVIA worth up to \$21.00--not bad when you consider that your entire DOVIA Network membership costs \$22.00!

1.) Your first favor is three "Book Bucks" from Yellowfire Press. Under the conditions described on the coupon, Yellowfire Press will absorb and you will save up to \$5.00 in mailing and handling fees for each order accompanied by a Book Buck. Send directly to Yellowfire Press.

Book Bucks might be a nice recognition for DOVIA officers or as door prize kinds of things, and even as concrete benefits with which to lure and retain members. If you like the idea, or if you were the fifty-first registrant and didn't get any Book Bucks, we're willing to talk with you about possible purchase of the coupons in larger supply.

2.) We've said it before and we'll keep saying it: the new national DOVIA pin is beautiful; the depiction on our cover page gives you some idea, but can't possibly do it justice. Pins are available at \$4 each in quantities up to 50, with an additional \$2.50 shipping and handling for each order. Send order to: DOVIA Products, P.O. Box 66, Northfield, Ohio 44067. Phone: (216) 650-0568. To save a full \$2.00 on any single order, just enclose a copy of the cover page of this issue of the EXCHANGE, with the name of your DOVIA association on it. You'll get your \$2.00 discount as soon as DOVIA Products validates with us that it is a current membership. Other conditions: only three cover page discounts per DOVIA Network member, either association or individual. Also, order must be received by April 30, 1989.

If you like the above, we'll have more discounts for you in the next issue.



SUDDENLY, YOUR VOLUNTEER RECRUITING

DOESN'T STOP AT THE CITY LIMITS

The Center and the National DOVIA Network are developing a clearinghouse for volunteers with special talents and experience they wish to share anywhere in Canada and the U.S. The host location reimburses only the volunteer's work-related expenses; time on site varies from a few days to a few months. This CIRCUIT RIDER Program has been successfully pilot-tested and is ready for a national demonstration project. One benefit of your 1989 DOVIA Network membership is early call on the services of these outstanding "national volunteers." The first of these, for 1989 or any year, is Ruby Capps of Beaumont, Texas. She writes:

"I wish to assist communities, especially small, rural or medium size communities to pull the church community together into an ecumenical coalition that will provide assistance to the needy. These coalitions or interfaith storefront missions, with the help of public agencies and the community at large, identify service needs, motivate group action, provide volunteer manpower and meet short term emergency basic needs for the hurting in their community. This means that duplication of services is reduced and because of the management system that the volunteers operate with, a more equitable way to intervene in crisis is established. Sector partnerships bring additional money, manpower and services into the human service systems. The community partners become a well informed group about gaps in tax-supported services and become advocates for human services and volunteerism. They also provide valuable community support for the very old, the very young, the very sick and the very poor, assisting them in solving problems."

Write us if you would like more information on Ruby Capps or on the CIRCUIT RIDER program. Of course, if you live in Texas, you won't need to ask about Ruby Capps;

pretty much the same if you live in a surrounding state or work with this Center. She is one of the truly great ladies of volunteerism in North America.

You're also invited to inquire about becoming a Circuit Rider yourself--anyone from any DOVIA Network member association is welcome to check this out with us. Among other things, it's free travel while feeling useful....

Volunteers Are Hot Stuff

SMALL SERMON ON WHY SO MANY PEOPLE WHO WORK FOR PAY ALSO SEEK VOLUNTEER WORK

"Most of us ... have jobs that are too small for our spirit....Jobs are not big enough for people."

---Studs Terkel

AS FOR WHY SOME VOLUNTEERS DROP OUT,
PLEASE SEE THE SAME SMALL SERMON.

Next issue, we plan a collage of DOVIA logos, so send us a copy of yours. Just to start the ball rolling, here's a preview of the Center for Creative Community's new one.

