

Volunteer Management
PROFESSIONALS OF CANADA

PROFESSIONNELS EN
gestion de bénévoles
DU CANADA

VMPC **EXCHANGE**
E-NEWSLETTER

PGBC **ÉCHANGE**
BULLETIN ÉLECTRONIQUE

Fall 2016

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About VMPC

The organization now known as Volunteer Management Professionals of Canada (VMPC) was founded in 1980 and is the champion in the field of Volunteer Management. Dedicated to advocacy, capacity building and networking, it connects and empowers a network of professionals and passionately elevates the quality of volunteerism in Canada.

President's Word

By: Bobby Hrehoruk



Summer has certainly flown by! I hope you had some time to relax over your summer. The transition to fall is so eventful to so many of us in our work and volunteer lives. With your post-summer work schedule ramping up, you might be busy recruiting and supporting your volunteers and colleagues with your fall walkathons, galas, awareness months and all the other things keeping us busy. For me, my volunteer responsibilities also kick into turbo drive in the fall. The workload of being VMPC's President includes that.

In September, I will be welcoming our new board members, Lindsay (BC), Anabelle (QC) and William (ON) to their first telephonic board meeting. VMPC's Board regularly meets by phone which is our only feasible and affordable way to meet during the year. By the time the conference rolls around, most of us have only met our new colleagues by voice. I am sure my returning board colleagues, Leona (NS), Yvonne (NS), Charles (NB) and Ruth (ON), will enjoy not having to endure another one of my Treasurer's Reports now that I have moved on from that role! Our board has monthly meetings where we discuss VMPC's operational business and the important stuff we have all been working on for VMPC members.

One project I and the VMPC Board has been busy working on is VMPC's new Strategic Priorities Action Plan. For our members, that means we will be launching some professional development opportunities, and some additional membership benefits, in addition to the 10 benefits our members currently receive! I hope to tell you more soon, so stay tuned for more info and for even more exciting announcements over the next few months! Until our next exchange...

Bobby Hrehoruk

President | Président

Volunteer Management Professionals of Canada
Professionnels en gestion de bénévoles du Canada

www.vmpc.ca president@vmpc.ca

BOARD MEMBERS 2016 — 2017

VMPC Executive

President

Bobby Hrehoruk
Toronto, Ontario

Vice-President

Ruth Millard, CVA
Wellesley, Ontario

Treasurer

William Meehan
Waterloo, Ontario

Secretary

Linda Foster, CVA
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Past-President

Charles Allain
Moncton, New Brunswick

Where have the members gone?

Charlene Dishaw's masters research project and the Volunteer Management Professionals of Canada

By Charlene Dishaw and Bobby Hrehoruk

Charlene Dishaw collaborated with the Volunteer Management Professionals (VMPC) on her Masters of Arts in Leadership research project looking for the elusive secrets to increasing membership involvement. The research focused on four aspects of organizational leadership that appeared to be key in building membership involvement. The elements, discovered in the research, were:



- skilled leaders with a vision and strategic plan;
- building connections between members;
- ongoing learning for organizational leaders; and
- frequent meaningful communication.

Why these key elements?

Strategic planning increases the success of organizations. Reid, Brown, McNerney, and Perri (2014) stated, “Fully 93 percent of the most successful organizations, regardless of size or budget, credited their strategic planning and strategic management efforts as having ‘some’ to ‘critical’ impact on their organizational success” (p. 33). The key to successful strategic planning begins with an environmental scan of the organization. This includes hearing from all the stakeholders in your organization to gain an understand their expectations. Reid et al. (2014) stated successful not-for-profits take the time to conduct some environmental analysis. This could include “industry trends or benchmarks, conduct stakeholder interviews, surveys or focus groups” (p. 35).

The second element was building connection between members. Charlene was surprised to see the importance of friendships on longevity of memberships. She suspects that this happens as a result of networking and sharing and is not a deliberate intention. However, the creation of opportunities to facilitate connections enables this desirable outcome. Member-to-member interactions “can lead to a more enriched customer experience and help build customer loyalty” (Verhoef et al., 2009, p. 35).

The third element is to provide ongoing learning for leaders of VMPC. Ongoing leadership development helps to build a strong organization with leaders who inspire members and future leaders of the organization. Senge (2006) stated that learning organizations are ones “continually expanding in capacity to create its future” (p. 14). Darling and Heller (2009) asserted there are “four primary elements for excellence in successful organizational development: committed people, care of customers, constant innovation and management leadership” (p. 9).

BOARD MEMBERS**2016 — 2017****VMPC Committee Chairs****Advocacy & Standards**

Jonathan Belanger

*Winnipeg, Manitoba***Communications**

Yvonne lePair, CVA

*Halifax, Nova Scotia***Member-at-Large /
Fund Development**

Anabelle Michaud

*Montreal, Quebec***Membership**

Leona Conrick, CVA

*Greenwood, Nova Scotia***Professional Development**

Lindsay Baker, CVA

*Vancouver, British Columbia***VMPC Lead Volunteers****Information Technology**

Daria Skibington-Roffel, CVA

*Calgary, Alberta***Certification Lead**

Christopher Dougherty, CVA

*Calgary, Alberta***Exchange Volunteers****Proofreader (English)**

Joyce Argall

Proofreader (French)

Hélène Bourgaize

Normand Latulippe

Where have the members gone? ...continued

Meaningful communication creates bridges between members and the board. Increased communication will build on current success in VMPC and create a swell of learning and a supportive community for the organization. Slater and Armstrong (2010) stated, “Members who identify with the organization . . . feel more involved” (p. 728).

How has Charlene’s research influenced the future of VMPC?

VMPC has positively evolved over its 35 year history due to strong leadership and the continued support of its members. In many respects, VMPC has grown in simpatico with the professionalization of managers of volunteers and those kindred souls committed to do this work as a career.

Like so many organizations, the external landscape surrounding the voluntary sector has forced organizations like VMPC to be leaner and to do more with less. When Charlene approached VMPC to do this exciting project, the potential of Charlene’s research complimented VMPC’s concurrent activity of strategic planning and navigating VMPC’s future.

In 2015, VMPC concluded its successful 5 year strategic plan that involved many successes such as: national occupational standards, new organization branding, a new name – to mention just a few. Some of the concerns VMPC faced before the start of Charlene’s project were; “where do we go next” and “how do we get there?”

Charlene’s research confirmed that developing innovative strategic directions were necessary to chart our future and that a strategic process should involve a holistic approach. The addition of Charlene’s research will be pivotal in developing our action plan. You can see VMPC’s priorities here in the Member’s Only section of www.vmpc.ca. English: http://www.vmpc.ca/Library/2016_AGM_Documents/Strategic_Priorities_2016-2021.pdf; French: http://www.vmpc.ca/Library/2016_AGM_Documents/Strategic_Priorities_2016-2021-fr.pdf

Charlene’s research also confirmed that enhancing networking, and facilitating these connections are a benefit of being a VMPC member. Charlene’s research reminds us that continuing to foster community building (in the volunteer management sector) will help us build a resilient organization.

Serving on a national board like VMPC involves a lot of work and VMPC has always lauded its board as a working board. VMPC’s board members are excellent leaders in the volunteer management field and there are opportunities for the board to professionally grow while running our organization – both operationally and in governance. Running a solely volunteer run national organization with limited resources requires skill and dedication.

OUR GOALS

To provide national leadership for administrators of volunteer resources.

To maintain a professional Code of Ethics and Standards of Practice in the administration of volunteer resources.

To promote professional development in the administration of volunteer resources.

To collaborate with provincial, national and international organizations.

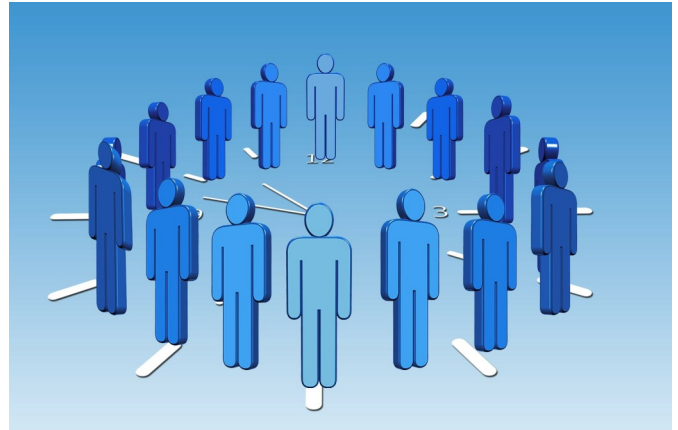
OUR VISION

To unite Managers of Volunteer Resources in a professional association that promotes best practice, supports education, facilitates networking and advocates for the profession.

Where have the members gone? ...continued

Charlene's research affirms that a strong VMPC involves a professionally developed board and VMPC must make investments in its leaders.

Charlene's research also reminds us that effective communication is pivotal in connecting with our members and our members with each



other. Our members will be more engaged if VMPC shares more about what we are doing on their behalf and how to help our members grow as professionals. This section of the research also directly compliments our strategic priority of creating a multi-faceted communication strategy and will influence how we connect and communicate with our members.

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A Poké-What?!

By: Melissa Warden Black, Orientation Coordinator, University of Manitoba

I'll be honest, sometimes I wonder how we got to where we are now. The advancement of technology; the changes in how we communicate; the differences in societal norms. When I was younger, I'd wear a certain outfit and would be told how it was reminiscent of something from an earlier era, and it would seem so foreign to me. Now I see acid wash jeans, crop tops and neon, and immediately flashback to my younger years, with a hint of a shudder that I am now old enough to see fads return.

I work at a university and even if I have met amazing students through the volunteer program I manage, I am still confronted with outlooks on life that are so different. If millennials are the 'Me' generation, what will



the next one be? With all these changes, I often reflect on how different the world will be for my young nephews, for whom FaceTime and recorded TV without a VCR is the norm. How will they communicate, when students not even a full generation behind me communicate so much differently than when I was a student; email was still pretty new then, and I didn't even need it as everything was done by mail, by over the phone, or gasp! in person!

But I'm getting ahead of myself. My oldest nephew is still eleven years from entering post-secondary education (if he so chooses), so best to focus on the here and now. With all the differences pointed out through theories and studies and, lets be honest, gripes, the Millennial generation can seem like a strange beast, but through getting to know my students, I've found they really aren't all that different. Sure, a good chunk of them are currently chasing invisible, virtual creatures on their phone, but they've got a lot to offer. Here's some things I've noticed:

They love to help. Seriously. I've met so many passionate and enthusiastic students who genuinely love to help and volunteer their time. It's amazing. And harnessing that power (en masse) for good will yield remarkable results.

They like their information quickly. Generations before got used to waiting. We relied on postal services, card catalogues and having to pick up the phone every time it rang in the hope, it was the call we were waiting for. Today, in comparison, things move at a lightening speed. So if you're working with millennials, let them show you how great it can be. I've learned of messaging systems and websites I'd never have known about otherwise, and you never know who might be able to help you run your volunteer programs better.

They have their own language. Now, I'll admit, as someone with a Bachelors in English and Communications, poor grammar can be like nails on a chalkboard to me. With texting, there are so many short forms of saying things, it's essentially the digital shorthand that used to be offered in colleges as professions. But, in its own way, these new words are just an evolution of our languages, which has been happening basically forever. So next time you see something like 'c u l8r' and haven't the slightest clue what it says, ask that millennial who sent it and they'll be happy to decipher.

A Poké-What?! ...continued

They appreciate advice. Now, just like any young person, no one likes to be preached to. But I have found many of my students asking me for advice, or being receptive to my offering tips on how to improve their cover letters or resumes they sent me. I've been asked details about my job and what I studied in university. They're trying to figure it out just like anyone else at that age, so gently offer support and see what doors open.

They care about the environment. And let's face it. That's a win for all of us given the decades past where the future damages were unknown. So if your millennial volunteer suggests a new way of doing something that has a lessened ecological footprint, give their idea a listen and see how your program can benefit.

So, these are my observations. I hope this will make you appreciate all that millennials have to offer and more. They are a zealous and driven population with heart that can offer a lot to your programming. So download that Pokémon game, set a 'lure' to your office and get those Millennials signed up to volunteer when they come

Helping You Develop as a Volunteer Management Professional

By Lindsay Baker, Chair of Professional Development

As your new Chair of Professional Development, I am here to support and facilitate your learning and growth as volunteer management professionals. I encourage you to take an active role in this process by letting me know exactly what topics, speakers, benefits and networking opportunities you want to see. There are lots of ways to do so... you can message me at pd@vmpc.ca, talk to me at 604-659-3572, or tweet me @Linzy_B or @VMPC_Canada. If you would like to get involved in this process and join Christopher Dougherty, Certification Lead, and me on the Professional Development Committee, then even better!

Call for Webinar Speakers

With our first foray into the world of webinars, VMPC is looking for dynamic presenters to lead sessions throughout the year on a range of topics. If you are looking for your next growth opportunity, why not apply to present? Contact Lindsay at pd@vmpc.ca to learn more about what's involved.



Virtual Professional Development Opportunities

VMPC's top professional development priority for the year is to host a series of webinars to provide access to quality professional development opportunities for our members across the country.

We are pleased to announce that our 1st PD webinar will be on the topic of **"Ethics"** and led by *Katie Campbell*, Executive Director of the [Council for Certification in Volunteer Administration](#) (CCVA). It will take place on **Tuesday, October 18th** at 10am Pacific/ 1pm Eastern and will be FREE for VMPC members.

Save the date and watch for registration details coming soon to http://www.vmpc.ca/Professional_Development.html

Advanced Volunteer Management Professionals "Mastermind" Session

There has been some fantastic discussion on the VMPC Member Discussion Forum recently about the need for advanced level professional development opportunities and networking for our members who possess decades of experience in the field and are working at the director level (in bigger cities) or the manager level (in smaller communities).

Upon further exploration, we have decided to host and facilitate an initial "Think Tank" teleconference.

This session will include:

- Discussions regarding current volunteer management challenges that members are experiencing.
- Sharing of perspectives on the future of volunteerism and the profession.
- Brainstorming around professional development and networking opportunities for this audience.

We anticipate that this will result in one or more groups that emerge out of this to connect/ support each other on an ongoing basis.

We invite members who meet *the majority* (not necessarily all) of the following criteria to join us for this session.

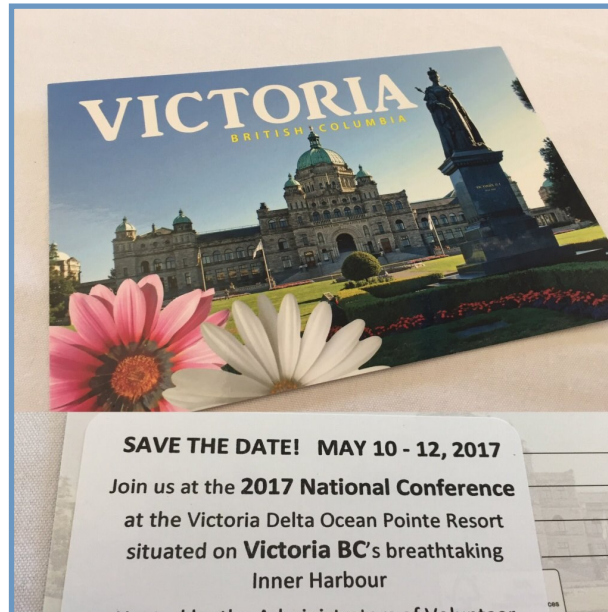
- 15+ years' experience in volunteer management
- Working at the "director level" supervising other managers/ coordinators of volunteer resources and overseeing thousands of volunteers at multiple sites or facilities
- Working at the "manager level" coordinating hundreds of volunteers in a smaller city/community
- Certificate in volunteer management and/ or certification in the field (CVA)
- Masters' degree in a relevant discipline
- Someone who acts as trainer, teacher, mentor, consultant or researcher in the field and/or a related discipline (leadership, board development, HR etc.)
- Practitioner with a strong foundation of traditional volunteer management theory & standards of practice
- Individual with a keen understanding of recent trends and current challenges within the field
- Someone who wants to push the envelope and challenge traditional thinking about volunteerism, volunteer management and our profession
- Members who are seeking advanced level professional development opportunities and discussions with their peers

If you can see yourself in this description, **or feel you have something to contribute to these discussions**, please email Lindsay at pd@vmpc.ca to express your interest. We will try to find a date that is best for all interested parties in September/ October.

Conference 2017 Update



Volunteer Management
PROFESSIONALS OF CANADA



Planning is well underway for the 2017 National Conference hosted by our affiliates, the Administrators of Volunteer Resources BC ([AVRBC](http://www.avrbc.ca)). It will take place **May 10-12, 2017** in the garden city of Victoria, British Columbia at the stunning [Delta Ocean Pointe Resort](http://www.victoriadeltaresort.com).

This year's theme is **Leading for Transformation** and the organizing committee has selected two fantastic keynote speakers to address both your growth as professionals and also as change agents for community and organizational development. The call for workshop proposals will be sent out in September/ October so start thinking about how you can share your knowledge and experience with your peers...

In conjunction with the conference, VMPC is also working with our members in Victoria to explore the possibility of hosting sector specific sessions and/ or facility tours on Wednesday, May 10th. If you would like to connect with members from across the country working in your sector or would love to host a group at your site, please let Lindsay know at pd@vmpc.ca.

Keep up to date with conference developments by following [@VMPC_Canada](https://twitter.com/VMPC_Canada) and [@avrbc](https://twitter.com/avrbc) on Twitter, liking AVRBC on Facebook at www.facebook.com/avrbc or checking our website regularly at http://www.vmpc.ca/Annual_Conference.html.

Thinking about your CVA in 2016? Fall exam deadline is soon!

Christopher Dougherty, CVA, Certification Lead



You've been thinking about becoming Certified in Volunteer Administration for a while, haven't you?

Three years professional experience in volunteer administration have come and gone.

You have taken the self-assessment on the CCVA website and your competencies are solid.

You might have even downloaded the application form for the exam from cvacert.org once or twice and thought about filling it out.

You thought about it in January and said, "2016 is going to be my year!"

You're still just thinking about it and you only have a few days left to turn those thoughts of the exam, the credential, the recognition from your boss and peers, and the letters CVA behind your name on your business card into a reality in 2016.

You've got this. You know your stuff.

The second, and last, exam window this year is from **October 3-14**. The **deadline to apply is September 15**.

Apply to write your exam today (yes, today!) - visit <http://cvacert.org/cva-certification/certification-process/> for forms and instructions.

Already registered to take the exam? Great! Join the VMPC Facebook study group at <https://www.facebook.com/VMPC.Certification/>.

PS: Your VMPC membership gives you a 10% discount on your exam fee.

PPS: Not quite ready to write your exam in October? The next exam window will be in April 2017.

Congratulations Spring 2016 CVAs!



Christopher Dougherty, CVA, Certification Lead

Congratulations to the following Canadians volunteer managers who became (or renewed their) Certified in Volunteer Administration during the Spring 2016 exam window:

Carole	Alves-Cornell	AB	Valerie	Mayne	BC
Susan	Bertoldi	ON	Alice	Mick	ON
Susan	Cheeseman	ON	Sue	Mills	BC
Erin	Crosby	NS	Tessa	Murray	ON
Christopher	Dougherty	AB	Jaishree	Narsih	BC
Berni	Duda	NS	Rachel	Newson	ON
Debbie	Dunwell	AB	Kevin	O'Neil	ON
Anne-Marie	Dyck	MB	Tracy	Ross	NS
Bridget	Findlay	BC	Tara	Shanks	BC
Emily	Fleming	ON	Marianne	Skerl	ON
Ashley	Gelleny	ON	April	Stallings	AB
Tara	Gilroy-Scott	BC	Chantal	Sylvain	ON
Beth	Hazell	BC	Greg	Terpenning	BC
Emily	Isaak	ON	Stefica	Turuk	BC
Maryanne	Jackson	NS	Faiza	Venzant	ON
Christine	Kennedy-Babineau	NB	David	Wallis	ON
Diana	Kyle	AB	Vanessa	Welz	AB
Rhonda	L'Abbe	BC	Kimberlee	Williams	NS
Jeffory	Magson	AB	Michele	Wilson	BC

Job postings!



Members can post employment opportunities on the Employment Resources and Job Postings section of the website (http://www.vmpc.ca/cgi/page.cgi/job_board.html) or if you see an opportunity that should be posted , write to advocacy@vmpc.ca

Are your 5 years almost up?

Christopher Dougherty, CVA, Certification Lead

There are three **Canadian CVAs** whose credential expires on December 31, 2016, another five who expire at the end of 2017, and 11 who expire in 2018.

Do you know when your credential expires?

Have you been tracking your Professional Development Units for renewal?

Don't panic! You are probably already earning PDUs.

For example:

- One hour in a workshop on volunteer management earns one PDU.
- One online or self-study course on volunteer management earns one PDU.
- One contact hour teaching, consulting, or public speaking on volunteer management earns two PDUs.
- Writing 500 published words on volunteer management earns two PDUs.
- 75 hours of direct volunteer service earns two PDUs.
- One year of board or committee service earns 5 PDUs.
- One post-secondary course on volunteer management earns 10 PDUs.

Plus there are other ways to earn PDUs, including self-directed reading, reflective writing, and rewriting the CVA exam.

35 PDUs are required over five years to successfully renew your CVA.

There are maximum PDUs in each category to make sure that CVAs remain well rounded.

Just remember to document and track your PDUs in the format required by CCVA. Remember: 10% of renewing CVAs will have their renewal packages audited.

Get the full details on renewal at <http://cvacert.org/current-cvas/renewal/>

Unsure when your CVA expires? Check the official list on the CCVA website at <http://cvacert.org/resources-and-media/cva-registry/current-cvas-granted-after-2000-revision/>

