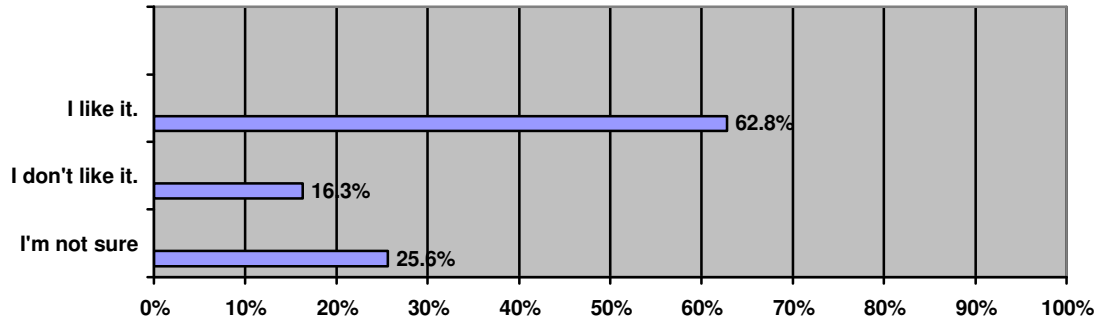


2008 COVAA Delegate Survey Summary

Total Respondents: 44

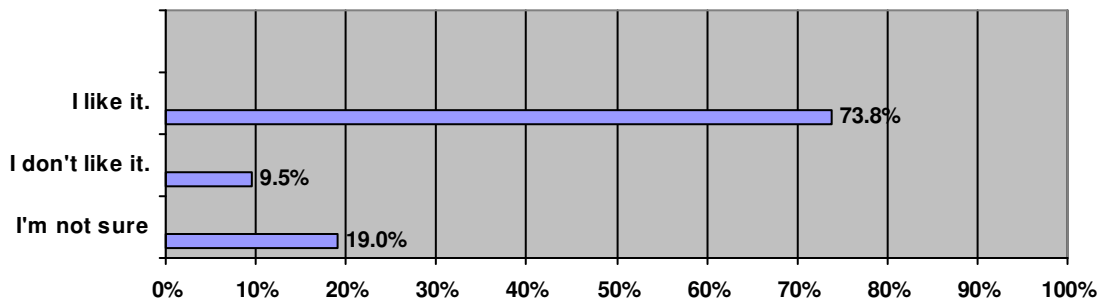
1. COVAA is considering naming the new entity Association of Leaders in Volunteer Engagement (ALIVE). What do you think about this name?



Themes:

- Several people wanted it to include stronger terms like “management” or “professional” – there was a concern that otherwise it would come across as a soft organization or as an association for volunteers, rather than the leaders of volunteers
 - A few people did not like the word “engagement”
 - A few people didn’t like the acronym, thinking it sounded more like a health or safety organization (or, for three people, like the movie, a chorale group, or Dr Frankenstein)
 - Several did like it, saying it was easy to remember and positive/hopeful
-

2. Currently, COVAA is considering the following mission statement: “ALIVE serves to enhance and sustain the spirit of volunteerism in America by fostering collaboration and networking, promoting professional development, and providing advocacy for leaders in community engagement.” What do you think about this mission statement?

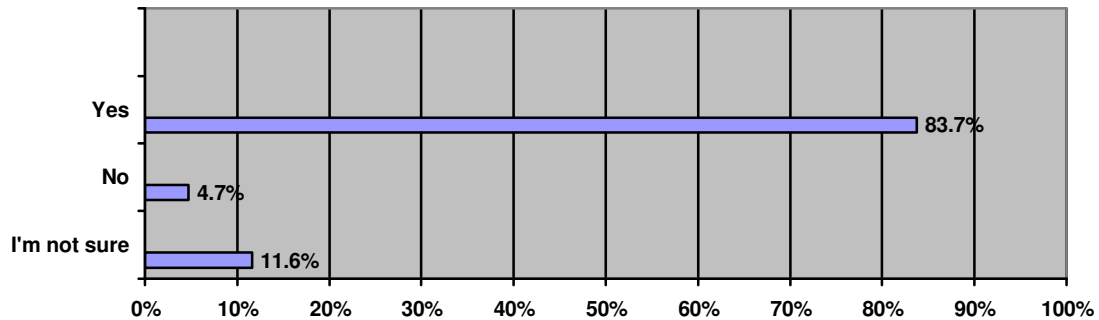


Themes:

- Several people liked it as is.
- A few people mentioned that they’d like to see more emphasis on advocacy, both for the field and for volunteerism in general
- A few people didn’t like “engagement”, wanting to see something stronger and more specific like “volunteer development”, “management,” etc.

- A few people wanted “leaders in community engagement” to be more specific to the field, i.e. “leaders of volunteer services,” “field of volunteer administration,” etc.
 - One person wondered if we were limited to American membership?
 - Another was concerned that it would not come across as a professional association, calling for the word “profession” to be in it.
-

3. Do you think this mission statement reflects the needs of those who lead volunteers?



Themes:

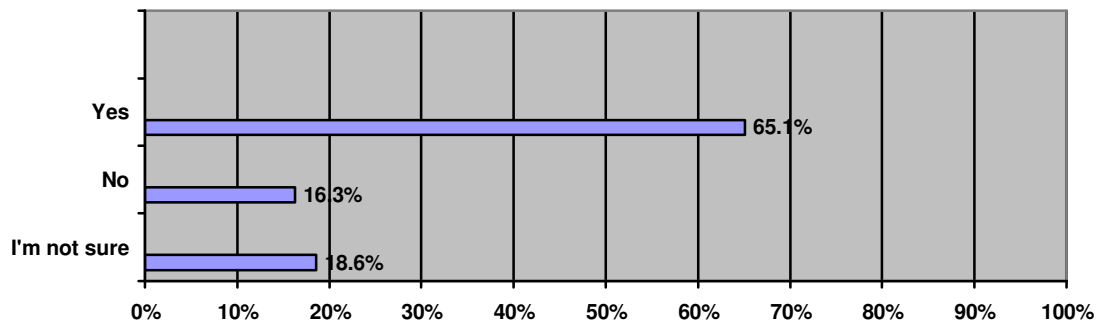
- Many people thought it did reflect the needs, citing different parts of it that they liked.
 - A few still weren't wild about it, citing reasons from “community engagement” sounding ambiguous to it sounding like a local organization rather than a national organization “with CLOUT!”
-

4. What are your recommendations regarding additional issues/language that should be addressed in the mission statement?

Themes:

- Many people referred to their previous comments
 - Many also liked it as is.
 - A few people reiterated that it needed to sound more professional and focused on the profession of volunteer management, rather than the broader concept of volunteering
-

5. Do you feel the name, Association of Leaders in Volunteer Engagement (ALIVE), captures the essence of the organization and proposed mission?



Themes:

- Several people wanted it to more specifically convey that it is a national professional association for volunteer management professionals.
- A few people also were concerned that the focus was on having a good acronym.
- A few people preferred “engagement” to “management”

6. What three things make a professional membership association valuable to you?

The top cited products/ideas:

- Education / Professional Development / Training
- Networking
- Advocacy for the Profession
- National recognition / credibility / clout
- Annual / National Conference
- Professional Resources
- Publications (Journal / Quarterly)
- Leadership
- Collaboration
- Research (on volunteerism / the field of volunteer management)
- Resources / Promotion of field and career advancement

7. What products and services would make membership in this new entity worthwhile to you?

The top cited products/ideas:

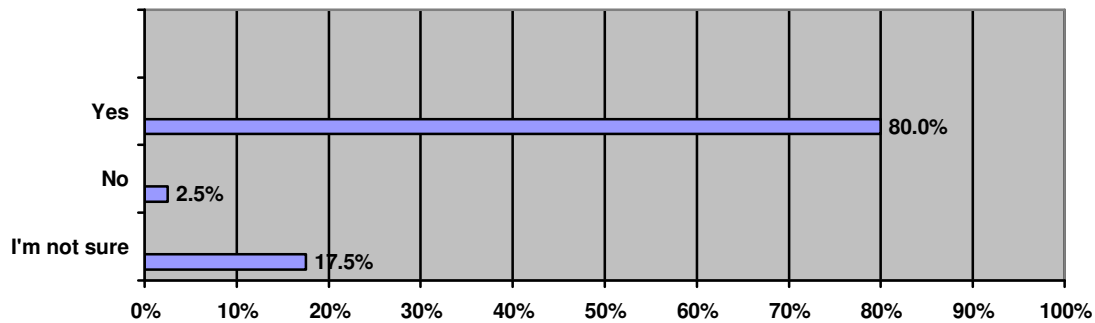
- Conference
- Professional Development / Trainings (both online and on-the-ground)
- Networking Opportunities
- Accessible Resources and Best Practices / Online Library / Training Materials
- Advocacy (National / to Executive Directors)
- Certification
- Discounts on needed materials, professional development, etc.
- Support to local and regional groups
- A regular publication / newsletter
- Listserves and Discussion Forums

8. As you consider local/regional networks for leaders of volunteers, how can this association supplement and support their work?

The top cited suggestions:

- Convening local groups for networking and collaboration
 - Support with resources
 - Serve as national body / link to national issues, research, and trends
 - Advocacy for collective field
 - Professional development, training, and conferences
 - Collecting / Sharing best practices
-

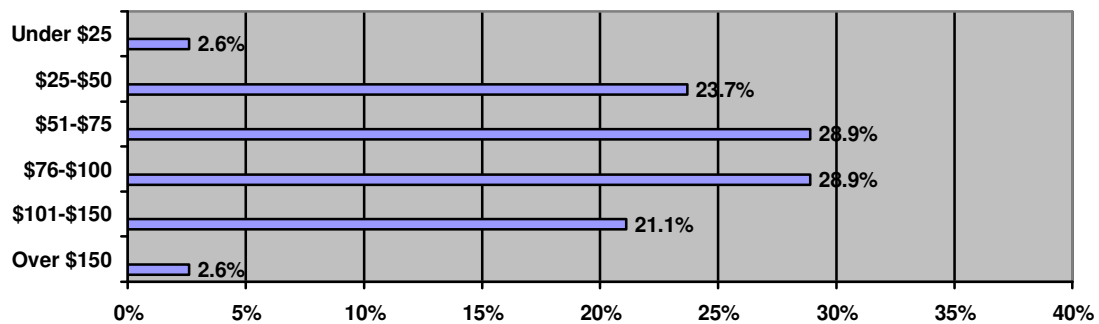
9. Would you join an organization like the one proposed?



Themes:

- Many agreed that we need a national association for the field to lead and convene volunteer management professionals and local/regional groups
 - A few specifically cited the networking and professional development opportunities
 - A few said it would depend on cost, membership benefits, and leadership
-

10. How much are you willing/able to spend on annual dues to participate in a professional association?



11. What is the exciting, potential impact of an organization such as the one proposed?

The top cited suggestions:

- National voice / Credibility / Recognition for the field
 - Collective advocacy and advancement of the profession
 - A body to serve as the connector among local/regional groups and practitioners
 - Inclusive and diverse
 - Galvanizing and energizing the field
 - Resources / Research / Standards for volunteer management professionals
-

12. What are some emerging issues that this professional association should address?

The top cited issues:

- Advocacy, recognition, and advancement of the field
 - Professional development
 - Resources and Best Practices / Standards
 - Diverse demographics of volunteerism (i.e. baby boomers, youth volunteers, episodic volunteering, etc.)
 - Succession planning and bringing in the next generation of volunteer managers
 - Utilizing technology to find and engage volunteers
 - Financial sustainability
-

13. What is the primary challenge you find yourself facing as a leader of volunteers?

The top cited challenges:

- Lack of support from organization (EDs, colleagues, etc.)
 - Lack of recognition / Undervaluing of the field
 - Not enough time
 - Lack of access to professional development
 - Lack of networking
 - Lack of financial resources / Sustainability
 - Volunteer recruitment
-

14. As you look at other existing, national organizations, what gaps can this professional association fill that would strengthen volunteerism in the United States?

The top cited gaps:

- A national association specifically for volunteer management professionals
- Unified voice / Advocate for volunteer management
- Collaboration with other types of associations, organizations, agencies, etc.
- Professional Development / Training / Conferences for the field
- Networking opportunities
- Resources

15. As you look at other existing, national organizations, what gaps can this professional association fill that would support your role as a leader of volunteers?

The top cited gaps:

- Advocacy
 - Networking and sharing best practices, challenges, etc.
 - Professional Development / Conferences
 - Support to local/regional associations and groups
-

16. As you look at other existing resources for volunteer managers, what gaps can this professional association fill that would support your role as a leader of volunteers?

The top cited gaps:

- Professional development / Conferences / Training
 - Accessible and affordable information / resources / best practices
 - Networking
 - Advocacy for the profession
 - Member registry / Resource lists of people to contact
-

17. Any other comments, suggestions, ideas, etc.?

Several people said “Thank you!” as well as:

- Excited about the possibilities for this new National Association for Leaders of Volunteers
- I only hesitate about the name and yet, because it is a 'word' it is easy to remember as opposed to ARVM
- Even if you don't complete all aspects of organizing, please get the organization up and running as soon as possible. Determine what else needs to be done and whether it can be safely accomplished later. We need to rally around our new organization, ALIVE or whatever we become before interest wanes
- been talking a year, get the show on the road!
- Thank you for doing all this work! I don't mean to sound like a crankpot about the name, but it is just not working for me
- Thank you for the opportunity to provide feedback. Keep up the good work!
- Please forward results to all COVAA attendees-- Denver group--thank you—
- Looking forward to this!
- Thank you for all your work and brainstorming and hard work!!!! I don't want to throw water on your flame. The name just misses the mark for me. Sorry and thanks again!!!! Joan Brown
- Nope. Thanks for asking for my input.
- I've appreciated the open communication from the steering committee on what's happening. Good work!
- great work folks!
- It sounds GREAT!