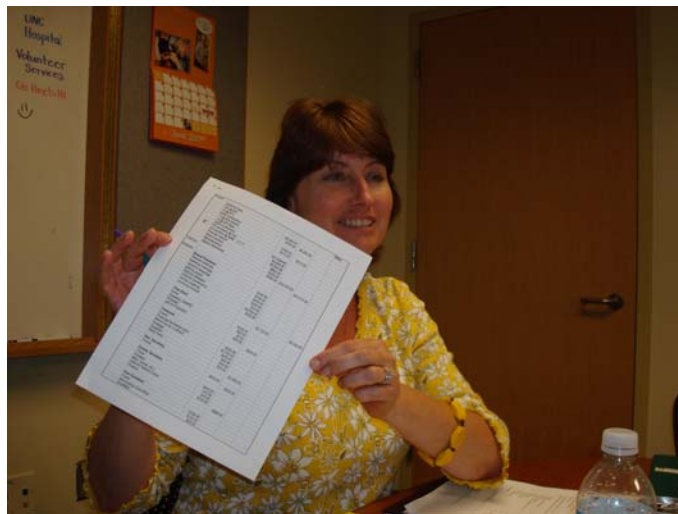




UpDate

A newsletter published by the North Carolina Society of Directors of Volunteer Services July 2009

Your Board is Working for You!



Budgets are being produced, the conference is being planned, dues are being collected....President Ann Durusky and her Board are on the ball! The economy is not getting any better, and with this in mind, changes are being made in several areas so that most of you do not miss any opportunities with NCSDVS. If you have good ideas for saving time or saving money in your budgets, pass them onto Susan Phillips, Public Relations Chair. She'd like to put some personal quotes in the *UPDATE* each quarter. Remember, just because you change the frame it doesn't mean there was anything wrong with the picture, it just needed a little *UPDATE!*



Message From The President

If you are my age or older you remember Joe Friday; if not, you may have seen the reruns on television. Joe Friday was a police detective on a popular program, Dragnet.

He was renowned for saying “Just the facts, ma’am.” When I sat down to write this message that popped in my mind – just the facts!

Well, the facts are that as healthcare organizations struggle to deal with the negative impact of the economic downturn, volunteer programs have become more relevant and important than ever. This is good news! Yet, many of us are being asked to do more with less as budgets are reduced while patient needs remain the same. How do we

handle this? I personally like to eat lots of chocolate but that hasn't helped my program or my waistline. Seriously, I turn to NCSDVS to help me work smarter not harder. In this issue of UPDATE, you'll read about many NCSDVS services that will help you manage your program more efficiently. Take advantage of information on our website, have questions answered using the listserv, attend a district networking meeting, and plan to attend the informative and fun state conference to be held in March of 2010. These are all ways NCSDVS helps volunteer managers juggle the demands of a very relevant program in a very challenging time.

Thank you for allowing me the honor of serving as your President. It is my goal to keep us connected so we can support each other as we serve North Carolina patients and their families.



Stay cool and try to build in vacation time this summer!
Ann Durusky

Certification Chairman Issues A Challenge



- Are you responsible for Volunteer Services in your healthcare facility?
- Have you been a Full Member of NCSDVS for two consecutive years as of November 1, 2009?
- Have you completed one NCSDVS Basics Workshop?
- Have you attended at least two NCSDVS annual Management/Education conferences within the last five years?

If you answered “yes” to all four questions and are not yet certified, the NCSDVS Certification committee challenges you to reach for the milestone this year. NCSDVS Certification is a benchmark for excellence in the field of healthcare volunteer management. The certification process gives you the opportunity to:

- Review what you are doing in a focused and guided manner.
- Assess how you can improve your program.
- Document your program and processes.
- Meet the growing demands of the Joint Commission and other mandatory requirements.

Candidates must submit an application and required materials to the Certification Chair, Susan Washabaugh, by November 1, 2009.

The Certification Committee members are happy to help you. Please contact any member if you need assistance, would like to discuss applying, or if you would like to learn more about certification or how to best prepare.

The 2009/10 Certification Committee includes the following NCSDVS Certified Past Presidents: Marcia Farroch, Susan Hester, Bethany Kelly, Melinda Scott, Cindy Strother and Susan Washabaugh.

Certification is an opportunity for learning. Most professions have credentials (i.e. RN's, CPA's, attorneys). Why should we be any different? Healthcare volunteer managers need to be taken seriously too and that's why the NCSDVS Certification Committee hopes you will take advantage of this opportunity.

Please contact Susan Washabaugh at 336-713-3516 or swashaba@wfubmc.edu with any questions regarding the Certification process. Pursuing Certification is a personal, **confidential** endeavor that will enhance your professional esteem – **GO FOR IT!** ☺

Getting Back to Basics

By Eileen Thompson, Recording Secretary

Very recently, I have been granted a very special gift—the gift of time to concentrate on making Presbyterian Hospital Huntersville's Volunteer Services department the best it can be. Because of the consistent and phenomenal growth of our program over the past four and a half years, our Administrative team decided to make Volunteer Services its own entity instead of having me manage both Volunteer Services and Guest Services. When we opened this hospital and launched its volunteer program in October 2004, we had one volunteer who had transferred here from another facility. Since then, we have added 123 more junior, adult and college volunteers who help out in 28 different positions within the hospital.



This gift of time has given me a couple of important benefits. First, I now take full breaths in and out several times a day versus running helter skelter in 17 different directions! Whew. And two, it has given me time to identify the hallmarks of a really great volunteer services program and begin to take steps to make sure our program includes all those elements. What I have learned during the last couple of months of thinking and planning is that creating a top notch volunteer program means getting back to basics—the basics I learned in NCSDVS' Basics Workshop, on the job and through my association with all of you.

Your priorities might differ from mine. However, below is my list of the top ten most important basics necessary to develop and maintain a top notch Volunteer Services department. Read on and let me know if your list is similar or a whole lot different.

1. Create partnerships with departmental leaders to develop robust and meaningful volunteer service roles which will ensure successful recruitment and retention.
2. Discover your current volunteers' level of satisfaction with their service area, their training, your supervision, etc by customizing the NCSDVS benchmarking survey recently created by the Benchmarking committee to fit your specific needs.
3. Recruit and train volunteer chairpersons to help support, educate, train and communicate with volunteers within specified service areas.
4. Create ancillary programs which add value to the volunteer experience. For example, consider launching a social committee to encourage greater interaction and communication between volunteers. Or, look into hosting a Medical Explorers program to help your juniors determine their life direction.
5. Take the time to figure out what is important to the success of your program and measure it. For me, I am investigating a good way to keep track of my vacancy, turnover and attendance rates. (Once I develop this piece, I intend to share it with the entire membership, and I would also be interested in knowing what other volunteer leaders measure on a regular basis.)
6. Be ready to share this and other vital information with management when needed.

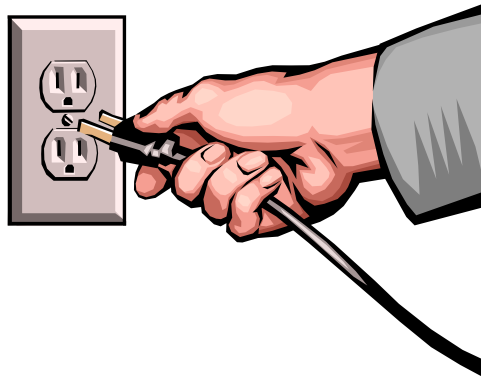
7. Decide what constitutes an acceptable level of attendance for adult, junior and college age volunteers and consistently hold volunteers to those standards. For those who fall below, make reasonable efforts to coach and counsel and be willing to terminate a wayward volunteer when necessary.
8. Make a point to communicate regularly and specifically with volunteers who give of their time when you are not working. You can do this by email, a card or a telephone call, but an occasional drop in on the weekend is good too.
9. Remember to keep your own personal cup full and overflowing by regularly engaging in favorite activities like taking frequent walks, checking out and reading a good book, and staying connected with family and friends.
10. Gain valuable information about successful volunteer programs by attending all of the NCSDVS District meetings and by allowing Susan Phillips, Publicity Chair, to forward questions to the entire NCSDVS membership for advice.

As we all know, the list of all we can and should be doing can go on forever, but I think it's really important to break it down into bite-size portions like a top-ten list to keep it from overwhelming us. Feel free to use my list to help you steer your volunteer cruise liner or take the time to develop your own. But, please remember to have fun doing it!

And while you're attempting to create this top-notch program, take a tip from the immortal funny-man, Jonathan Winters, "If your ship doesn't come in, swim out to it."



It's a Good Way to Stay Connected!



Although running a volunteer program is demanding, it's particularly challenging these days. With hospital budgets and employee hours being cut our Volunteer Departments are being asked to do even more! That means we need to increase our volunteer staff and hours; in the meantime, our budgets and staff hours may also be cut. HELP!

GREAT NEWS! NCSDVS can help! Our members have a wealth of information and are more than willing to share. Information about creative recruiting techniques, pros and cons to placing volunteers in specific areas, creating position descriptions for new areas, "selling" the importance of your department to your administration, and the list goes on and on. Odds are that someone in our membership has dealt with just about any issue you're dealing with and can share some insight.

Our District Networking Groups are a great way to tap into this information highway. These groups get together several times a year to share experiences and build relationships. Your District Networking Chair will be in touch with information about these meetings. Check it out! It will be time well spent. If you have any questions please feel free to contact your Networking Chair or me at (252) 975-4195 or jhamblin@brhealthsystem.org.

Thanks to the District Networking Group Chairs for keeping this valuable NCSDVS resource active!

Selena Kittrell (Mission Hospitals) – District 1
Susan Morris (Carolinas Medical Center – Pineville) – District 3
Jodie Skoff (UNC Hospitals) – District 4
Nancy Rogers (Scotland Healthcare Systems) – District 5
Sheila Barnes (Pitt County Memorial Hospital) – District 6

I appreciate all you do!
Jan Hamblin

Publicity.....We Need All We Can Get!

Katherine Barrier sure had big shoes to fill, and I do not mean she has big feet. ...I found out very quick that running around at Conference having fun taking pictures was not all the Publicity Chair has to do. BUT, I'm up to the challenge. There's not a technical bone in my body, I love the creative side of things, so my wheels started turning. Hopefully everyone is pleased with the changes I've made to the website and our logo. I knew we were a more colorful group than the website portrayed, so it was time to take action. I really enjoy keeping it current, so pictures from your district meetings and Board committee meetings would be wonderful!



If at anytime you make your local newspaper or hospital newsletter for a personal accomplishment, send it to me! We need to share our accolades with our peers. The way things are today, we all need a pat on the back. Don't be shy....we're all good, so let's tell the story!

Send any photos or news you have to Susan Phillips at sphillips@johnstonhealth.org.

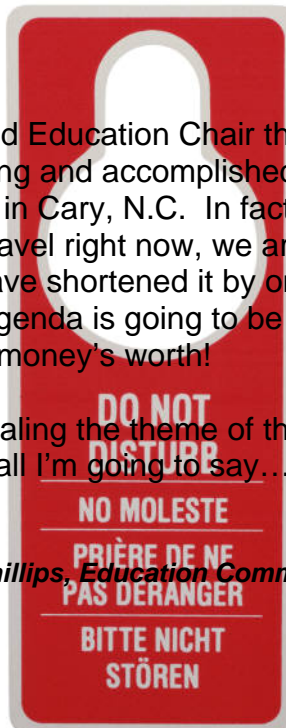
My next idea.....How would you feel about a Facebook group page for NCS DVS? I'd like some feedback, please!

Conference 2010....It's in the Works!

On behalf of Tori Young, our beloved Education Chair that is on vacation, I will report that the Education Committee held their first meeting and accomplished LOTS! The conference will be held March 17-19, 2010 at the Embassy Suites in Cary, N.C. In fact, to save money and to possibly help those of you that are not getting paid for travel right now, we are having it at this same location next year, also. You may also notice that we have shortened it by one day, so be ready to go hard and go fast, because in order to get it all in, the agenda is going to be packed. We promise you'll get your money's worth!

I'll let Tori have the pleasure of revealing the theme of the Conference this year. All I can say is that **"we will all wear it well"**. That's all I'm going to say...Don't even email me and ask me...

by Susan Phillips, Education Committee Member



NCS DVS 2009-2010 Calendar

August 2009

- 1 Second Dues Notice
- 14 Board Meeting - Duke
- 27-30 AHVRP Conference - Phoenix

September 2009

- 1 Non-paying members pay late fee
- 7 UPDATE Deadline
- 17 UPDATE posted on website
- 28 Letters to membership nomination

October 2009

- 12 Deadlines for Nominations
- 15 Deadline Certification Fees
(initial, recertification, recertification II)

November 2009

- 1 Deadline for Certification Applications
(initial, recertification, recertification II)
- 6 Board Meeting (Chapel Hill)
- 20 UPDATE Deadline
- 27 UPDATE posted on website

December 2009

January - 2010

- 4 Ballots for officers mailed to membership
- 18 Deadline for returning ballots
- 15 Board Meeting (UNC)

February 2010

- 8 Proposed revision bylaws mailed to membership
- 8 Deadline Directory Updates
- 8 UPDATE Deadline
- 15 Deadlines for Annual Reports
- 18 UPDATE posted on website

March 2010

- 17 Board Meeting (Cary)
- 17 -19 Education Conference (Cary)

April 2010

- 29 - May 2 Southeastern - Atlanta

It's That Time Again!

It's hard to believe that July is here and dues are due again! Yes, it's that time of year to renew your commitment to NCSDVS. As a board, we recognize the economy has hit many of our budgets, especially travel. SO, all the more reason that a membership in NCSDVS is such a bargain! You have email access to 100 of the most knowledgeable people in the field of volunteer management right at your fingertips! Your board hopes that each of you will renew your membership and participate in district meetings, going to the newly updated website, emailing questions or joining a committee and of course, attending the annual education conference, if able.

As your district hospitals have personnel changes, please let me know. If you are leaving the field of volunteer management or you have a new potential member, please email me. My email address is: katherine.barrier@carolinashealthcare.org. (I really wish my email address could be longer!)

Please welcome our new members that joined since January:

Megan Booth-Mills
Bertie Memorial Hospital
mbooth@uhseast.com

Jennifer Congleton
Pitt County Memorial Hospital
jconglet@pcmh.com

Rhonda Jordan
Pitt County Memorial Hospital
Rhonda.jordan@pcmh.com

Wanda Plemmons
The McDowell Hospital
mcdwkp@msj.org

Kim Sellars
Carolinas Medical Center-University
kim.sellars@carolinashealthcare.org



Have We Been Fed?



Several years ago, Buck and I were standing at the customer service counter in the petite department of Nordstrom. This was a very unusual and unfamiliar situation for us as Buck does not believe in shopping – period. He was being very cranky and impatient, and I was alternately amused and irritated at his behavior. The attractive, twenty-something, female sales associate was being adorable (which took no effort on her part) and engaging (which probably took considerable effort) as she observed our interactions with each other. “I’m sorry he’s being so difficult”, I said to her. She smiled and continued to wrap my purchase in multiple layers of unnecessary tissue, and said, “Has he been fed? That usually helps.” Buck and I have laughed about that many times since! She was exactly right – he hadn’t been fed!

Organizations need to be “fed”, too, and one of the best ways to do that is through leadership development. Nothing is more important to the viability of an organization as is the deliberate and intentional selection of the leadership team. It makes for cheerful work and staves off cranky behavior, even when, like Buck, we are called upon to do things we don’t necessarily love to do! NCSDVS has enjoyed a long history of capable and enthusiastic leaders with big hearts and high hopes that have skillfully helped shape our organization.

The Nominations Committee will be kicking off the 2010 election process later this month as we begin to seek qualified candidates for next year. The committee for this year includes Susan Phillips, Johnston Medical Center, Smithfield; Selena Kittrell, Mission Hospitals, Asheville; Marcia Farroch, Presbyterian Hospital, Charlotte; Ginger Penley, Women’s Hospital of Greensboro; and Libby Baskervill (Chair), Wilson Medical Center, Wilson.

Please think about what you can do to help keep our organization fed. Perhaps this is your year to get involved with the Board! Opportunities within NCSDVS are varied, interesting, and rewarding. To lead is to serve. Check out the requirements and descriptions of positions and committees on our website. Thoughtfully consider nominating yourself or others to fill the officer positions of President Elect, Recording Secretary, Treasurer, Corresponding Secretary, as well as the four elected members of the Nominating Committee.

Over the next couple of months, you will receive information on the election process as it evolves. We will ask for your help as we begin to match the right people with the positions available. Please let me know if you have feedback or suggestions for the committee. I look forward to hearing from you.

When we take care of what we have, more comes to us. Step up to the plate for 2010. Our organization must be fed!

Libby Baskervill, Past President and Nominations Chair