

## President's Letter

Shannon Graham, MM/PA, CAVS  
 2008 NCADVS President  
 Assistant Director of Volunteer, Health Career,  
 and Spiritual Care Services, Salinas Valley  
 Memorial Healthcare System

I was pleased to see so many of our members at our May 7th meeting at Alta Bates in Berkeley. We had a record attendance of 38, nearly double the attendance at our educational meetings last year, with the exception of the Fall Conference. The record attendance may have been a result of fewer meetings scheduled this year, or because the meeting was not on a Friday, or due to the speaker and topic. Whatever the case, it was a wonderful day and hopefully an indication of what our October Fall Education Conference has in store.

Thora Loutfi, our world traveler, was a wonderful hostess in absentia, complete with a video visit from Cairo. Kenny Roosevelt and Marie Bishop did a terrific job ensuring we all were welcomed and the day went smoothly. We had the privilege of paying tribute to Anja Koot, who is retiring to honorary status after 14 years of membership in our organization, including two terms as President. We also heard a rumor that Jan Pollock will be retiring this year. We will certainly miss these wonderful women who have contributed so much to our organization and to the field of hospital volunteer management through their dedication and special style of leadership.

Please enjoy this Summer edition of our newsletter. Thanks to all of you who have shared your National Volunteer Week celebration ideas and remember... it's never too late to post discussions on the website! Anna Elola had a great recommendation that we set up a thread to share Joint Commission experiences, so check [www.ncadvs.org](http://www.ncadvs.org) often for these and other tips and tools!

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## AHVRP Conference Invitation

Victoria Heidelman, CAVS  
 Director of Volunteer Services, St. Joseph Hospital  
 AHVRP 2008 Conference Co-Chair

The Association of Healthcare Volunteer Resource Professionals (AHVRP, formerly ASDVS) will be holding their national conference in Anaheim, California on September 4 - 7th. The conference features 30 exceptional concurrent sessions divided into 6 different tracks covering gift shop, leadership, advocacy, communication, education, and standards. Speakers include professional presenters as well as seasoned Directors of Volunteer Services. If this isn't enough, we have keynote speaker Fred Lee who has the unusual distinction of having been both a senior vice president of two major medical centers and a cast member at Walt Disney World! After his experience at Disney and the success of his book, he now travels the country speaking to hospital leaders about how to take a culture from good to great using unique ideas from Disney that are not common in the service industry. Please mark your calendar and plan to join us!

For more information on the sessions offered, go to the conference website [ahvrp.org/ahvrp/conference/index.shtml](http://ahvrp.org/ahvrp/conference/index.shtml).

If the session descriptions have not been posted, feel free to e-mail me at [Victoria.heidelman@stjoe.org](mailto:Victoria.heidelman@stjoe.org) and I will forward you the top-secret draft brochure which goes into great detail!

## The Eclectic Activities of National Volunteer Week

Submitted by NCADVS Members

### Kaiser Permanente Hospitals Oakland/Richmond



This year's Volunteer Luncheon was held at His Majesty Restaurant at the Berkeley Marina, and the theme was "Hollywood" to celebrate the contributions made by all our volunteers.

Over 100 volunteers from the Oakland and Richmond Facilities attended the event.

Company leadership was also in attendance. Darren Oliver, the COO, spoke of the whole community's enrichment through the involvement of volunteers.

### Good Samaritan Hospital

During our recognition, we celebrated in creative ways:

The staff pinned a carnation with a ribbon that said "thank you volunteers" on each volunteer who served that week. It gave the staff an opportunity to make a personal connection.

We also gave each high school program student lip balm on a rope.

We displayed "Thank You Volunteers" banners in three locations.

We sent a daily question to the staff about volunteers or volunteer programs and offered a gift shop certificate to the first to respond with the correct answer.

Our annual in-service took place the following week and at that time, a catered breakfast was served to the volunteers by our hospital administrators - yes they did don aprons and dish it up!

The student in-service took place with a Mexican Fiesta lunch for that group.

We ordered four dozen gourmet cookies that we put out in the Volunteer Office where they sign in.

Last year we had posters with descriptions of each service and pictures of volunteers in those areas hanging in all the elevators and public areas.

In addition, we rented a popcorn machine (the one that has wheels and a window) and set it up in the cafeteria. The staff took turns making and serving the popcorn. We distributed popcorn to volunteers and staff alike. We did this at lunch and dinner time.

### St. Joseph's Medical Center/ CHW

I've invited (or should I say "dared") a popular columnist from our local newspaper to be a 'volunteer' (incognito) at our hospital during National Volunteer week and then write about his experience and challenge people in our community to find their passion, decide to serve, and to go do it.

I'm also taking 4 volunteers to our monthly Management meeting. Each is from a different area and will take 60 seconds to describe what they do as a volunteer, why they chose to do it, and why they keep doing it....and then tell a very short story about how they made a difference in someone's day in their volunteer role.

Our Appreciation Luncheon this year is "Pineapple Paradise" encouraging folks to bring out the old Hawaiian garb, but more importantly to focus on the pineapple as the "International Symbol of Hospitality" and how well the fruit symbolizes what ALL our volunteers bring and offer, no matter what their specific volunteer assignment is.

We'll play "A-L-O-H-A" Bingo (with symbols of Hawaiian things on the bingo card)

We are lucky enough to have a talented music therapist on staff, who almost always writes a special song to end our event. This year, he's re-writing Don Ho's Tiny Bubbles with words that talk about volunteering at our hospital.

### Marin General Hospital - "Bee A Volunteer"

We had a showcase filled with flowers and bees listing all the areas where volunteers work in the hospital. At the Leadership meeting we displayed bee balloons, posters, and bee chocolates for each participant, along with a flier on 30 ways to recognize volunteers. We decorated the lunch room with bee balloons, posters and bee chocolates were given out to everyone in the lunch room by volunteer staff recognizing volunteers and promoting volunteerism. We also had "Bee A Volunteer" posters throughout the hospital and sent and email to all MGH recipients with a flyer about 30 ways to recognize volunteers.



### Dominican Hospital

Every year Dominican Hospital celebrates their volunteers at an appreciation luncheon held at Seascape Resort. It's located right on the beach. This year our theme is "Dominican Volunteers put a song in our hearts!". Our table decorations will include gold glitter top hats with musical instruments in them piano keys and mylar balloons in the shapes of music notes. We were also able to get our local candy store to make us chocolates in the shapes of musical notes as favors (each individually wrapped).

Our entertainment will start with The Great Morgani, accordionist extraordinaire. The Great Morgani is a one man show.

And we have the Jazz Birds who are also a local group that has been together for 10 years. They play a variety of 1910-1940's hits such as the Boswell Sisters, You Made Me Love You, Ain't Misbehavin, etc. Our volunteers always look forward to this great event!

## NCADVS Membership

Amy Choy-Kwan, 2nd VP, Membership

From January to June of 2008, we had 14 new members join NCADVS and we welcomed back one former member. The current membership to date is 69; at the end of 2007 we had 73 members. We hope to retain last year's membership count and look forward to welcoming even more members. Membership in NCADVS brings many rewards: networking, shared resources, the benefit from outstanding educational programs, and support from colleagues. Participation in NCADVS keeps us up-to-date on the latest developments in the field of healthcare volunteerism. I certainly benefited a great deal when I was a new manager for Volunteer Services close to three years ago and continue to benefit from this fine organization with people who are so willing to share their support and expertise.

### Please welcome our newest and returning members!

Catherine Bildhauer	Volunteer Coordinator	California Pacific Medical Center	San Francisco
Joan Cardellino	Volunteer Director	California Association of Hospitals and Health Systems	Sacramento
Renee Cibulka	Volunteer Manager	Kaiser Permanente	Walnut Creek
Faye Ellis	Administrative Assistant	Good Samaritan Hospital	San Jose
Holly Forquer	Volunteer Coordinator	Mercy General Hospital	Sacramento
Shannon Frank	Assistant Site Coordinator	Kaiser Permanente	Santa Clara
Debi Healy	Site Coordinator	Kaiser Permanente	Walnut Creek
Emily Heller	Administrative Assistant	Marin General Hospital	Greenbrae
Cathie Horton	Volunteer Manager	John Muir Health	Brentwood
Michelle Jackson	Volunteer Coordinator	Kaiser Permanente	Oakland
Shirley Knight	Volunteer Manager	Mercy Medical Center	Redding
Annemarie March	Volunteer Manager	St. Elizabeth Community Hospital	Red Bluff
Dale McMahon	Volunteer Manager	Good Samaritan Hospital	San Jose
Janice Pettis	Volunteer Director	Regional Medical Center of San Jose	San Jose
Jill Snedden	Volunteer Coordinator	Kaiser Permanente	Livermore/Pleasanton/ Park Shadelands

If you know of anyone who would benefit from being a member of NCADVS, please refer them to our website: [www.ncadvs.org](http://www.ncadvs.org) to download an application. Completed application and \$50 membership fee can be mailed to our treasurer, Carol Costere at:

Carol Costere, Volunteer Services Coordinator  
Dominican Hospital  
1555 Soquel Drive  
Santa Cruz, CA 95065

## NCADVS Spring In-Service-May 7, 2008

Alta Bates Summit Medical Center, Berkeley

Kate McNally, NCADVS President-Elect/Education Chair  
Good Samaritan Hospital

Forty NCADVS members gathered at Alta Bates Summit Medical Center in Berkeley. Some came for the NCADVS membership meeting and some for the in-service facilitated by Clyde Taylor of Taylor Communications. Clyde's topic was "Turning Your Visions Into World-class, State of the Art Volunteer Programs. Clyde's program utilized both process and a PowerPoint presentation. For those of you who missed this event, here are some highlights:

### Perceptions

How you see yourself and your department and how others see you may not be the same. Identify what you provide to your customers and compare your list with that of the perceived list. Begin to use simple market research to pinpoint perceptions within your department.

### Positioning or re-Positioning

Use the five "Ps" (Perceptions) to help determine what others perceive. Evaluate every aspect of your department through this process and ask yourself, "What can I do to improve the perceived value of my department?" Look at the "gaps" and develop a plan to start closing the gaps. Try using your Mission or Vision Statement to determine if it is customer focused.

### Partnerships

Partners within and without the organization are necessary to get results or increase perceived value. Make it a goal to get two or three partners to work with during 2008/2009. Find individuals who are willing to collaborate with you on mutually beneficial initiatives. This will require planning and a proposal document development to increase your chances of success.

### Public Relations

It is up to you to make sure your customers know what you are doing. Consider using your employee and/or volunteer newsletters, website, targeted community publications, the local press and special events or promotions.

### Profit

Profit dictates your long-term success and profit funds your improvements.

## Day of the Boomer - May 15, 2008

Tessa Moore

Stanford University Blood Center

We all know the "Day of the Boomer" is here, and the challenge is making sure your agency or hospital is ready to utilize their talents and help when they come to volunteer. In May DOVIA-Silicon Valley invited John Lipp, Executive Director of PAWS (Pets Are Wonderful Support) in San Francisco and a faculty member for SJSU Continuing Education Program in Non-profit Management, to come and help us figure out if we're up to the challenge. With lots of humor, John guided us through several exercises to help get our programs ready. Take the quiz on the next page to determine- is your hospital ready?

## How Boomer Friendly is Your Agency?

1. Our organization already has an active group of volunteers between the ages of 44 and 62?
2. We make sure that minimum requirements - length of service, number of hours, etc. - are reasonable and necessary for the individual volunteer positions?
3. We involve parents of our youth volunteers in our agency and encourage them to volunteer with their children?
4. We work with our staff to develop new opportunities for volunteers that are focused on innovative ways to enhance our mission?
5. We have a system in place to provide concrete feedback to our volunteers and evaluate their work and its impact on our mission?
6. Volunteers have an annual opportunity to provide feedback on the volunteer program and the effectiveness of the overall agency?
7. Volunteers are given a thorough interview to determine their skills, interests and reasons for volunteering?
8. Our Volunteer Orientation includes information not only on the work of the volunteers, but how the organization is structured, how decisions are made, and our financial health?
9. Volunteers are able to take a "leave of absence" from the organization for family, health or travel opportunities and then return to their original positions?
10. Our web site includes information on volunteer opportunities on the home page?
11. Our annual volunteer recognition event is just one of many ways we show appreciation?
12. Volunteers have the opportunity to meet with the Director of Volunteer Resources on an ongoing basis to discuss other opportunities within the organization that may interest them?
13. Ongoing training and skill development is offered to all of our volunteers?
14. Volunteers have an opportunity to participate in strategic planning?
15. Volunteers are encouraged to do special projects for our organization?
16. Paid staff thinks of volunteers as more than just "free labor" and value them for all of the other attributes they bring to our organization?
17. Our Volunteer Recruitment shows pictures of older volunteers in action?
18. We make an effort to explain to all of our volunteers how the individual work they are doing is connected to the mission of our agency?
19. We make our volunteers aware of paid job opportunities within the organization and encourage those with the right skills to apply?
20. We encourage our volunteers to bring their family members on site when appropriate?
21. We make an effort to get to know our volunteers as individuals and learn as much as possible about their life experiences?
22. We not only ask our volunteers what they think, we also listen to what they say?

## Monkeys, Wikis and Avatars, Oh My!

Shannon Graham, MM/PA, CAVS

Before the CAHHS Conference in February, I would have asked “What do Monkeys, Wikis, and Avatars have to do with Volunteer Management?” and “How can you describe a website as ‘del.icio.us’?” Many of the break-out sessions introduced the countless technology resources we have available to help us promote and manage our programs, as we appeal to the next “wired” generation of volunteers. My head is still spinning from all the information about RSS feeds, tagging, and networking sites!

Of course, there were many programs on more fundamental topics, such as “The Basics of Volunteer Management” presented by yours truly and Victoria HeideIman from SCADVS, “Measuring Volunteer Satisfaction” presented by our Roseanna Galindo-Kuhn, Innovative Programs, The Joint Commission, HIPAA, and others. We learned about the new Joint Commission standards and how they relate to volunteer programs, heard a new perspective on the impact of HIPAA on volunteer programs, and had a chance to discuss the day-to-day operational issues which are so important in keeping our programs in compliance and in alignment with our healthcare systems which we are there to support during our Roundtable discussions. There were also many programs related to Gift Shop management, stress management, new trends, health careers, and even a session on how to become more accessible to disabled volunteers, including those who come with their own job coaches as part of the Local Inclusion Network Collaborative.

Tracy Brown, our keynote speaker, put a new spin on the topic of diversity, emphasizing the opportunity to see our differences as individual assets and how we can utilize our unique strengths to build complementary teams (Sound familiar?). Susan Ellis challenged the traditional auxiliary model, during a DVS breakout and again during a combined luncheon program. She challenged us to diagnose image issues to prepare for more effective volunteer recruitment, asserting that recruitment is not the problem, but rather the symptom of outdated models, specifically the requirement of joining an auxiliary in order to provide any volunteer service within the hospital. She implored us to consider the interplay of auxiliary and inservice volunteers to create models which optimize the effectiveness of volunteer services in our hospitals.

After all of this, it was clear that while so many things remain relatively the same—recruiting, selecting, training, evaluating, retaining, recognizing—many things are changing—demographics of potential volunteers, our healthcare systems, the regulatory environment—and there are so many tools out there to help us take our programs to the next level. I can’t say they will make our programs easier to manage, but they certainly will help us take them to the next level and help us to appeal to a whole new world of potential volunteers if we learn how to integrate them.

If you were in Sacramento in February, you now know that there are so many applications which can be powerful tools in helping volunteer programs expand our horizons by increasing our visibility and reach to people outside our “traditional” sphere of influence. Who would have thought of creating our own Avatars to present orientation in a virtual world using Second Life amphitheatres? This may be a fun venue for our next general meeting? How about posting a video or PowerPoint on your website and using Survey Monkey for your post tests? Have you visited del.icio.us to search sites other members with similar interests have tagged? Have you set up a wiki (like wikipedia) so you can collaborate on documents such as editing/updating your bylaws? How many of you have blogs on your website, MySpace, Linked-In, or FaceBook accounts? How many of you are registered on these networking sites? We heard about Volunteer Match, Hands On Network and California Volunteers from the Office of the Governor. All of these sites have free registration and offer opportunities to match up with potential volunteers. How about recruiting some “virtual volunteers” just to manage our postings on these sites and other technology applications?

Our challenge is to continue doing what we need to do, while we look forward to all that we can be doing. I challenge you to take advantage of at least one of these tools during the coming year. I look forward to hearing about your success stories so we can help each other along this journey.

## A True Leader - A Farewell Tribute to Anja Koot

Alison Gause, California Pacific Medical Center

I have had the great fortune to work closely with Anja for the past seven years. My first impression of Anja, back in August of 2001, was on the first day of the job. Anja was leading me down the hallway of the hospital. Each time we passed another employee, Anja would look them in the eyes and say "hello". She didn't just greet them, she also knew every single person's name. It didn't matter if they were dressed in blue scrubs or a polished tie and suit- Anja seemed to acknowledge everyone with equal warmth. I remember hoping that on my second week on the job I would have time to acclimate and adjust to my new surroundings. Not the case! Anja immediately asked me to go on a field assignment across San Francisco to interview two volunteers for our newsletter. Later that week, I found myself sitting in a computer class learning Quark Xpress to prepare me for editing the department newsletter. I quickly realized that my new boss had high standards and great expectations. Not just of me, but of the entire department. They weren't unrealistic standards; Anja is just very keen at seeing what is possible. Whether it was an office volunteer or a staff member, Anja has a natural ability to recognize each individual's strengths and then provide the resources and training they need to cultivate those strengths to their fullest potential. She is a genuine teacher at heart.



Anja Koot with Mitzi Wilner, Volunteer Emeritus, at the CPMC Volunteer Recognition Luncheon

Over the years, Anja would seek out every chance to involve the Volunteer Department staff in new opportunities. She encouraged us to participate in professional organizations, join hospital committees, invited the Coordinators to speak at L.T.O.P (Listening to Our Patients) meetings, and published successes about our programs in the hospital and community publications. Anja maintained this type of foresight and was always looking ahead, seeking out innovative ways for the Volunteer Department to demonstrate its impact in the hospital and for the volunteers and staff to be recognized for all the hard work that they do. She was a strong advocate on every front.

Thanks to Anja, I learned what defines a true leader. It's not in the lofty talk that one preaches, or the high profile crowd one associates with, it is not about climbing any ladder, or even the title that one has after their name. It lies within the quality of the choices that one makes, the judgment that one uses for the benefit of the greater good, and the way one conducts themselves in alignment with their integrity day after day, with each and every encounter. It is about inspiring others to do their very best. Anja has demonstrated this to all of us, with unwavering dedication and graciousness, and with a playful twinkle in her eye all the while. She is leaving a legacy in her path at CPMC and with the bridges she has built into our community. We will miss her greatly as she moves on to new endeavors in her retirement. We wish her the best and with the new time and space that she will have. May she enjoy life to its fullest!

## 2008 Calendar

Date	Time	Event	Location	Facilitator
October 30/31, 2008 Thursday/Friday	10/30 1:00 pm - 10/31 2:00 pm	Annual Retreat	Asilomar Pacific Grove	Education Committee
December 5, 2008 Friday	11:30 am - 2:00 pm	Annual Meeting	Hyatt Regency, San Francisco	Shannon Graham

### Contact Us

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