



# PSDVS Newsletter

VOLUME 1 ISSUE 3

JULY 2008

## INSIDE THIS ISSUE:

PSDVS in Cyberspace	2
AHVRP News	2
New Member Benefit	3
CD Goes National	3
Chapter Reports	4
Scholarship Application	6
Scholarship Criteria	7
Nominees for Burston Award	7
FISH Story	8

## President's Message

This past winter, I had the opportunity to serve on a national committee writing questions for the Certified Administrator of Volunteer Service (CAVS) exam. Did you know there is a science to writing questions? A good question does not give you the answer in the body of the test question. Which, I am sure is why some test questions on the exam seemed taxing to those of us who have the certification.

So why become certified? A CAVS status provides both internal and external rewards. We work in credentialed organizations. It makes sense that we are also certified. It gives us the credibility we work hard to procure. Certified Directors enjoy pride of recognition in a critical field of healthcare. Importantly, the certification is a premier credential based on a sound assessment that provides distinction in an increasingly competitive marketplace. The more competitive, the higher our salaries become.

AHRVP recognizes the importance of the certification and has partnered with the AHA to provide the certification test. Which means all future certificates will be issued by the AHA. This transition denotes the CAVS will now carry the AHA credential - an important next step in guaranteeing recognition for our hard work and extensive knowledge. The AHA certifies other professions in healthcare, i.e. Human Resource Professionals.

In the past, you could only take exams at conferences. As of April this year, the exams are now available at your local H&R Block branches, and will be administered as a computer-based test. Who knew H&R Block branches did more than just your taxes? Your Board would like to encourage you to take advantage of this new convenience, by offering CAVS scholarships. If you would like to apply and need another scholarship form please contact me at [Judy.lieberman@crozer.org](mailto:Judy.lieberman@crozer.org).

Your Board has been hard at work with other projects. I think you will be impressed after reading their committee reports in the newsletter. Our state conference this year will be hosted by Central Chapter. They have chosen a Pocono venue for the event. Please save the date, for October 16th and 17th and join us for what promises to be a great conference, during Pennsylvania's fall foliage in the mountains.

Happy summer!

*Judy Lieberman MA, CAVS  
PSDVS Board President*



## Save The Date . . .

### Harvest the Benefits of PSDVS

Pennsylvania's Annual Volunteer Director's Conference

**October 16 -17**

The Chateau Resort & Conference Center at Camelback, Tannersville, PA

*Brochures will be mailed the first week of August to all members.*

*If you would like more information, please contact [Lois.lkellert@shh.org](mailto:Lois.lkellert@shh.org) or [Dawn.dlrissemi@lancastergeneral.org](mailto:Dawn.dlrissemi@lancastergeneral.org) (2008 PA State Conference Co-Chairs)*

**Hosted by Central Chapter**

**PSDVS BOARD 2008****President**

**Judy Lieberman**  
Taylor Hospital  
Ridley Park, PA

**President-Elect**

**Connie Klunk**  
Hanover Hospital  
Hanover, PA

**Vice-President**

**Melissa Heinlein**  
Philadelphia VA  
Medical Center

**Secretary**

**Stephanie Flanagan**  
St. Vincent Med. Ctr.  
Erie, PA

**Treasurer**

**Barbara Burger**  
St. Luke's Hospital  
Bethlehem, PA

**Chapter Presidents:****Western**

**Kathy Michalowicz**  
Washington Hospital  
Washington, PA

**Eastern**

**Lillian Schonewolf**  
St. Mary Med. Center  
Langhorne, PA

**Central**

**Krista Liparulo-**  
**DiRienzo**  
Marian Community  
Carbondale, PA

**Past President**

**Diane Gloor**  
UPMC Passavant  
Pittsburgh, PA

**Membership**

**Joni Murray**  
UPMC Horizon  
Farrell, PA

**Education/Compliance**

**Donna Griffith**  
Univ. of PA  
Philadelphia, PA

**AHVRP Liaison**

**Jennifer Kopar**  
Allegheny Gen. Hosp.  
Pittsburgh, PA

## PSDVS in Cyberspace

As we look to the future, it is clear that communication and marketing techniques have moved to the Internet, so earlier this year the PSDVS Board made a decision for PSDVS to have a web presence.

Representing the three chapters that make up PSDVS, a committee was formed early in the Spring, 2008. Donna Griffith from Eastern Chapter, Facilitator, Judy Lieberman, President, PSDVS, Phyllis Paules from Central Chapter and Robin Lebowitz from Western Chapter, have discussed the potential benefit of having a web presence and have benchmarked with other Volunteer Professional Group sites.

Once the committee gathers all of the appropriate information, we will present the Board with our recommendation for the website. We already know that certain elements will make up the website. One category will be a Community Member site where Directors of Volunteer Services who are not currently members of PSDVS can view our mission, testimonials from grateful members, information on our board members, a brochure on PSDVS, links to local chapters, regional maps, membership information, PSDVS Newsletters, and calendars of events such as conferences and meetings.

It was unanimous among the Website Committee members that if we have a website that our members would have exclusive, username and password protected access to a Members Only section of the website. At that site, members would link to a tutorial on navigating in Memberclicks, our database of members' information (for updates), a Contact Center and a ListServe. Notices for dues and membership updates can be linked to local chapter Treasurers, polling information can allow members to nominate and vote for board members, Certification information will be available, and access to other, pertinent, websites have all been discussed for this site.

At the present time, we are in the research and discovery phase of the website project, however, if approved, we hope to have our website under construction by late August, early September, 2008. Stay tuned for more about PSDVS in Cyberspace.....

*Donna Griffith, Website/Membersclicks Committee*

## News from AHVRP

(Association for Healthcare Volunteer Resource Professionals)

AHA Certification - The CAVS exam became available April 1, 2008 at H&R Block testing sites across the country. While not every H&R Block office is a testing site, there is at least one testing site in every state. There are 135 candidates up for renewal. AHVRP will notify those who need to renew their certification. Contact Michelle Caruso, CAVS at mcaruso@jordanhospital.org or check the website for more information on CAVS exams.

2008 Annual AHVRP Conference - September 4-7 Anaheim, CA

Please see the website for more conference details and to register [www.todaysvolunteer.org](http://www.todaysvolunteer.org). AHVRP-formerly ASDVS is celebrating their 40th anniversary this year with a special celebration planned to coincide with the conference.

*Jennifer Kopar*  
PSDVS AHVRP Liaison

# PSDVS

## New Membership Benefit

During a recent PSDVS state board meeting, board members discussed ways to offer members more benefits. One suggestion to increase benefits for our membership and recruit new PSDVS members is a subscription to *E-Volunteerism*, the electronic journal of the volunteer community produced by Energize, Inc. The PSDVS board voted to offer a one-year subscription to *E-Volunteerism* as a trial to see how many members would utilize this benefit.

Energize, Inc. worked with PSDVS to offer 50 subscriptions which is valid between July 15, 2008 and July 14, 2009. Each chapter president received 16 coupons to be distributed to interested members. *E-Volunteerism* contains a plethora of resources which are available at your fingertips - featured articles, roundtable discussions, research, training designs, and much more. You can log on to the portal 24 hours a day, 7 days week. The resources can assist you in preparing for important meetings with leadership, try new ideas, etc.

I have used E-Volunteerism for the past year and it has been very easy to access. I also have access to past issues that were posted over the years. You can do a search for any topic to see what pops up and from any computer. Just remember your user name and password.

If you are interested in this one year *free* subscription as part of your PSDVS membership, please contact your chapter president as soon as possible. The directions on how to sign-up are listed on the coupon. I am also available to assist you in any way – [melissa.heinlein@va.gov](mailto:melissa.heinlein@va.gov) or call directly (215) 823-5800, ext. 6830.

*Melissa Heinlein, MA, MS, CAVS*

## Education & Compliance

### CD Resource Goes National!

As suggested at the last PSDVS conference, the “Educational Resource CD for the DVS in the 21<sup>st</sup> Century” will be available for purchase beginning at the Association for Healthcare Volunteer Resource Professional national conference in Anaheim, CA in September. DVS’s who contributed material for the CD will receive a consent form to sign since members only initially agreed to share material at a state level - not realizing the success of the CD.

The Education and Compliance Committee e-mailed a survey to all PSDVS members to collect feedback and suggestions for improvement from members who are using the CD. Eighteen members returned their surveys with responses such as “this is a wonderful resource for new volunteer administrators” and “as a new volunteer manager, this CD is a wealth of information.” Most of the feedback was extremely positive.

Some suggested additions to include on the next version of the CD are: Auxiliaries; Joint Commission; Gift Shop; Event planning; Legal facts/risk management; Record keeping systems.

Anyone who has information to share on the above topics or on any other topics on the CD should forward that information to [M\\_Heinlein@Hotmail.com](mailto:M_Heinlein@Hotmail.com). Documents should be sent in Microsoft Word, Excel, PDF or Power Point format by August 10, 2008.

## Central Chapter Report

Greeting's everyone from your friends in the Central Chapter. The CC met in March at Sacred Heart Hospital in Allentown. Our March Meeting utilized an opportunity to strategize as a group on how to recruit new volunteers to grow our existing programs and begin new ones. Additionally we talked about effective strategies for working with student volunteers. A summary of our ideas is below for your information.

### **Steps to Improve Recruitment Advertising:**

1. Update terminology on written material (ie: be age specific; wording such as *impact*, "up off the couch"; *networking*; define projects; think "What's in it for me.")
2. Update Graphics
3. Relate opportunities in a positive manner
4. Explain process to become a volunteer clearly and simply
5. Remember "First impressions."

### **Methods to get current volunteers to recruit**

1. Bring a friend to work day.
2. Contest – make a donation to a volunteers charity of choice.
3. Volunteer Magnet Award.
4. Ask volunteers to be a part of a recruitment and retention task force.

### **Student Strategies:**

1. Limit number of students
2. Have information sessions prior to orientation and explain entire process. Require at least one parent or guardian to attend the session.
3. Be FIRM.
4. Set an early deadline for entry.
5. Employee's children have the same rules.
6. Do not give letters of recommendation until required hours are completed.
7. Mail interview packets to parents.
8. Must sign letters of commitment.
9. Educate departments about providing meaningful positions for teens.

The June meeting was held in Elizabethtown at the home of one of our members. We used this time with one another to work on the details of the upcoming state conference. We have a lot of wonderful sessions planned for October and we are excited to invite you to our corner of the State. FYI...this conference will count for 7 contact hours. Watch your mail; Invitation and Registration materials will be mailed in August.

Hope everyone is having a Great Summer!

*Krista M. Liparulo-DiRienzo  
President, Central Chapter*



## Western Chapter Report

Greetings from Western Chapter... Throw on the air-conditioning, hang out the gone-fishing sign, summer is off to the races... And so are the members of Western.

Our first meeting in February was postponed due to bad weather, but we finally accomplished our mission, with a meeting on March 14<sup>th</sup> at West Penn – Forbes Regional Campus in Monroeville. We were treated to a presentation by Marlene Little, Manager, Human Resources, UPMC Passavant, on Behavioral Interviewing, and how to get the best information when meeting with potential volunteers. I think we have all developed our own list of questions to ask, based on her presentation. We developed our goals for the year and are aggressively seeking ways to continue to fund educational opportunities for our members.

Sister Joanne Madden and Meg Maley, Professional Development Chairs, are busy planning several exciting and educational meetings for the rest of the year. Our May meeting was held at the Bidwell Training Center in Pittsburgh. You may recall, this is the center Bill Strickland spoke about at last fall's State Conference here in Pittsburgh. Bill has been at the helm of developing these educational centers for at-risk adults and youth around the country. While we were so graciously being toured through the facilities, we were introduced to a group of business leaders from North Carolina, who is interested in opening a facility in their city. During our meeting we also reviewed the interest survey, Meg and Sister Joanne had sent out. It will help provide direction for topics for future meetings.

Our next meeting is scheduled for Sept 12<sup>th</sup> at Presque Isle State Park in Erie, hosted by Meg Maley, Asera Care Hospice. Meg is a professional speaker and her topic will be the Therapeutic Value of Humor. The goal for this outdoor day will be to relax, feel renewed as we move into fall, and celebrate our successes and challenges.

In December we will meet at Family Hospice and Palliative Care, Mt Lebanon. Joni Murray will present on Non-Verbal Communication, which will be followed by roundtable discussions. We look forward to seeing everyone in the Pocono's in October.

*Kathy Michalovicz*  
President, Western Chapter

## Eastern Chapter

Eastern Chapter's commitment to its members is education. March meeting was a presentation on Grant Writing with a speaker from the Foundation office of Fox Chase Cancer Center. In June our presentation was on Patient Safety Goals – The Role of Volunteer Services.

The Educational CD was distributed to all members. We encouraged members to try to use Member Clicks more often. We will try to provide an inservice at a future meeting.

Janet Kalup, Membership Chair reported: 38 members, 1 member decided to drop out but will re-join next year. We will begin to work with area hospitals. Plans to have each member "make a friend" by making 1 or 2 calls to ask directors to come to a meeting. Members were also encouraged to attend the upcoming State and National Conferences and reminded them of the scholarships available.

*Lillian Schonewolf*  
President, Eastern Chapter



# Scholarship Application

PSDVS Scholarships support the state members' desire to further their professional development by attending educational conferences. Scholarships financially assist state members wishing to advance their knowledge in the field of volunteer administration. Scholarships are awarded by the PSDVS Executive Board, who annually determines the award amounts and frequency of disbursements.

## Application Profile

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Business Address: \_\_\_\_\_

Work Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Do you have budget money for educational conferences? \_\_\_\_\_

If "yes", how much? \_\_\_\_\_

For which conference are you requesting a scholarship? (Please circle)

National Conference, September 4-7, 2008 Anaheim, California

State Conference, October 15- 17, Chateau Resort and Lodge in Pocono, PA

CAVS certification

What is the total expected cost for your attendance? (Registration, travel, food, hotel) \_\_\_\_\_

How long have you been a member of PSDVS? \_\_\_\_\_

List dates of Chapter meetings you attended in 2007 and 2008 \_\_\_\_\_

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### **COMPLETED APPLICATIONS MUST BE SUBMITTED TO:**

Judy Lieberman, PSDVS 2008 President

Taylor Hospital 175 East Chester Pike, Ridley Park, Pa 19078

Phone: (610) 595 6071

Fax: (610) 595 6820

e-mail: Judy.lieberman@crozer.org

## Scholarship Criteria

This year the Pennsylvania Society of Directors of Volunteer Services in Healthcare is offering scholarships available to all active members in good standing. An ongoing goal of this society is to provide educational opportunities to our membership.

To further our members' professional development PSDVS is offering the following opportunities: Two \$1500 scholarships for the ASDVS National Conference in Anaheim California; Four \$400 scholarships to the PSDVS two-day conference and annual meeting. And this year we have budgeted monies for members who would like to take the CAVS exam. The scholarships should be used toward registration and/or lodging fees.

### ELIGIBILITY

Applicants must be in good standing (dues paid) in the State and must demonstrate financial need. (Need is described as having no budget or a limited budget for education or travel). Applicants must also demonstrate commitment to their Chapter by attendance at 75% of the Chapter meetings held in 2007 and 2008. Preference will be given to those who have not before received a PSDVS scholarship.

### CHAPTER EDUCATIONAL FUND

Reminder to all chapter education chairs; PSDVS budget includes an education fund for professional development at the Chapter level. This fund is available and can be used for speakers at chapter meetings. The president of each chapter is responsible for submitting a written request for these funds. The Board will consider the request, and if money is awarded, that meeting must be open to members from other chapters to attend.

### PROCEDURE:

The deadline for submitting applications for individual scholarships is as follows: July 28, 2008, for the AHVRP National Conference; August 15, 2007, for the State Conference. The winners will be determined by lottery of all eligible applicants. Contact Judy Leiberman if you need a scholarship application.

### RESPONSIBILITY OF AWARDEES:

Awardees must share the knowledge that they attained at the conference at their Chapter level during the Chapter meeting following the conference. Awardees must also provide a written summary of the conference and copies of any materials to the PSDVS President-elect for inclusion in the final 2008 PSDVS Newsletter.

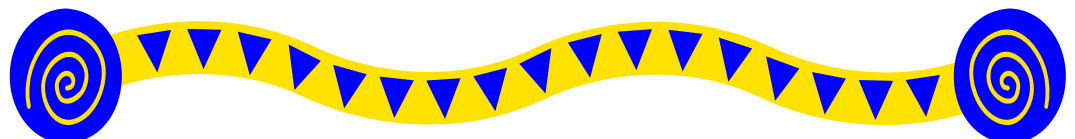
## Seeking Nominees For 2008 Burston Award

The Evelyn Burston Award is presented annually to the Director of Volunteer Services who has shown outstanding leadership and substantial achievement in enhancing the role of the Department of Volunteer Services. The honoree is recognized for exceptional personal and professional qualities within the field.

The Burston Award Committee is in search of nominees for this year's award! Nominee forms and the Nominee Evaluation form will be sent to each member via Membersclick and distributed by chapter presidents! The evaluation form includes the criteria needed for each nominee. Please take this opportunity to recognize one of your colleagues for this prestigious award!

The 2008 Burston Award will be presented at annual PSDVS Conference being held on October 16<sup>th</sup> and 17<sup>th</sup> in the Poconos. The Committee is also seeking photos of past recipients to display during the conference.

All nominations are to be returned no later than July 31<sup>st</sup>, 2008 to: Melissa Heinlein, Chief, Voluntary Service, Philadelphia VA Medical Center, 3900 Woodland Avenue, Philadelphia, PA 19104. If you have any questions, please contact Melissa at (215) 823-5800, ext. 6830 or [melissa.heinlein@va.gov](mailto:melissa.heinlein@va.gov). Photos can also be sent to the Philadelphia VA to the address above.



# FISH! For Federal Agencies

I attended the Pennsylvania Society of Directors of Volunteers in Healthcare, Inc. in Pittsburgh during October of 2007. A presenter from Press-Ganey, an organization focusing on customer service that many private sector hospitals use, talked about reinforcement of providing good customer service. To give an example, he mentioned that before going out onto the field, Notre Dame football players—each and everyone—hit a sign that says *Play Like a Champion Today*.

In order to adopt the model— not that our volunteers are football players, but they are tough to fight for the agencies in which they serve—replace champion for volunteer and make it *Volunteer Like a Champion Today*. I am putting this sign up on the inside of our office door for the volunteers to see and be constantly reminded to volunteer the best way they know how.

To implement another model with our volunteers, I wanted to do something FUN. Working with volunteers in a federal agency— this case a Veterans Affairs hospital— we just kicked off a Making Meals Memorable Program and a Patient Escort Program. In between the two training sessions, I popped in the video, FISH!

FISH! alone does not stand for anything, but it is the layers behind it that make it spectacular...and doable. The philosophy of FISH! started in Washington state in a fish market. The employees really started to have fun with their jobs— throwing fish, singing, getting customers involved, making them smile, and the list goes on. But there were four (4) key points to FISH! that Directors of Volunteers can implement:

***Be There; Make their day; Play; Choose your attitude***

This doesn't sound hard, does it? The concept is FUN! Be there for our hospital patients. Make a visitor's day. Play in the office. Choose your attitude.

It's been about three years since I went through FISH! Training at a private sector hospital and it really does give you the flexibility, creativity, and permission in your jobs as federal employees. The buttons for our MMM and PEP programs say *Making Meals Memorable Volunteer* and *Going Somewhere?* for our escort program. In our office, we have decorated your own cupcake days, where slippers, play fun music, blow bubbles, and play with play dough. But, we do get things done. Our productivity has increased and we mailed out over 1000 volunteer applications. We took in over 50 volunteers in two months. Our numbers jumped from 200 to 260 regular volunteers. But most importantly, our volunteers are very happy. Even those who were resistant when I came on board 2 1/2 years ago, came to our MMM and PEP trainings! What huge accomplishments! Our next step, since I just re-introduced myself to FISH! is to buy fish nets, fish, and make the office even more lively. For our cultural transformation initiative to make our nursing home a more home like environment, one of the things Voluntary Service purchased was a banner that says Home Sweet Home. It's for our veteran residents, staff, volunteers, and visitors.

So, adapt to your volunteers and to your job. We all know it is hard work, but have FUN with what you do! Think outside the box. Take risks. Be the federal volunteer program that potential volunteers are choosing to give their time.

*Melissa Heinlein, MA, MS, CAVS*