

PSDVS Newsletter

Volume 3, Issue 2

December 2010



Seasons Greetings!

In the blink of an eye this year has passed! Or at least it seems that way to me. This is a time when I enjoy looking back at all that has occurred over the past year. Albeit that if you take the time to look over your year you would find many of the same things that I do; A year full of those moments worth celebrating; some moments dedicated to mourning; and of course, events that we certainly don't want to revisit. My best advice to everyone is to reflect on those fond memories, be thankful that you've had them and focus on the positives to lead into the future.

When I reflect on my experiences as the President of PSDVS, I can name so many, many things that I am grateful for. First and foremost, I am grateful for having the opportunity to serve our society in this capacity. During my years of service to PSDVS, I have been surrounded by wonderful Volunteer leaders from across our State and got to work closely with some of the best in the profession. All of my successes as PSDVS President are because of my fabulous board members. They are all dynamic leaders and it was a privilege to work with them.

As my final letter to the membership of PSDVS, I admit that I do have heaviness in my heart that my journey as your President is coming to an end. I do, however, relish the fact that I am turning the position over to Iris Douglas. Iris has made many contributions to our Society and is awesome leader. I am confident that under Iris's direction PSDVS will continue to thrive and be a better organization for the future. My best to all of you and I am looking forward to seeing and working with you in 2011.

May you and your family enjoy a beautifully blessed holiday season!

Krista M. DiRienzo
2010 PSDVS President



“Somehow, not only for Christmas, But all the long year through, The joy that you give to others, Is the joy that comes back to you. And the more you spend in blessing, The poor and lonely and sad, The more of your heart's possessing, Returns to you glad”

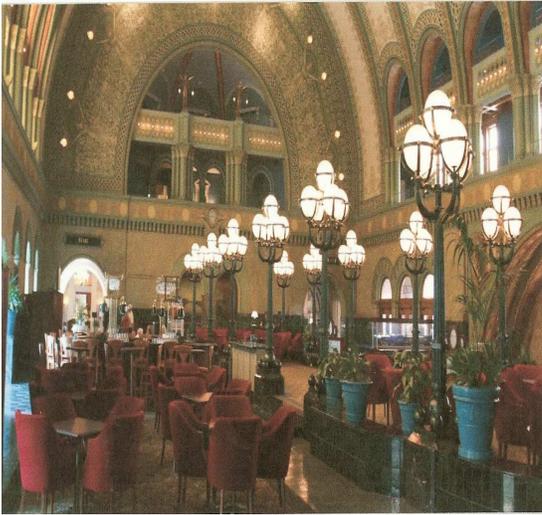
-John Greenleaf Whittier



Some of the PSDVS members at the AHVRP Conference in St. Louis, Missouri in September 2010



Taking a walk back in history at the beautiful St. Louis Station Marriott lived up to its expectation. St. Louis, Missouri was the location of the AHVRP's (Association for Healthcare Volunteer Resource Professionals) 42nd Annual Meeting & Conference held in early October. The Grand Hall of Romanesque design welcomed you with 65 foot vaulted barrel ceilings, once the former waiting room of the original station. Strolling through the Gothic corridors, which were restored to their



original splendor, you found gold leafing and mosaic tile floors.

Also living up to expectations, the Conference Planning Committee presented a variety of educational sessions for volunteer service professionals. I had the pleasure of attending "**Change in the Volunteer WORKplace**", presented by Sandra Levine, M.S., Consultant, Communications & Change Management. I chose this session because I have had the pleasure of attending other programs that Ms. Levine has presented before and this topic definitely intrigued me.

Sandy presented the challenges the lay ahead for volunteer professionals. The first being how to attract, engage and retain volunteers from across all generations and secondly, how to recognize and integrate new ways of working that

reflect the needs and expectations of the emerging volunteer workforce. She stated that the opportunities are to dramatically increase volunteer experience; enhance the role of Volunteer Services; and to become a volunteer WORKplace of choice.

The new WORKplace includes the following four components that we as volunteer professionals will need to be including in our recruitment and retention strategies:

TECHNOLOGY – We will need to continue to look for ways to reduce cost and increase productivity. There will be a continued expectation for integration in processes and communication, i.e. Facebook.

EDUCATION, SKILLS & EXPERIENCE – We will need to refocus our recruitment from time.... to time + talent.

TEAM BASED – We will need to look to engage volunteers through group commitment to problem solving and outcomes.

DIVERSITY – We will need to be sure that our volunteer workforce reflects the diversity of our population.

Sandy's presentation concluded by focusing on the future. In the Volunteer Workplace, we will need to align with priorities and success measures; create opportunities to make a difference; develop metrics; and move beyond legacy definitions. In the community, we will again need to move beyond legacy definitions; respond to local economic/social conditions; and create a volunteer WORKplace of choice.

I would like to thank the PSDVS for the opportunity to attend this conference. From the opening session to the closing session, the conference was planned with current relevance, educational needs and time to network with peers.

Joni Murray, CAVS
Manager, Education & Volunteer Services
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Farrell, PA 16121

Summary of 2010 State Conference Hosted by WCPDVS

My adventure starts when I leave my mound of a desk Wednesday morning on my first leg of the trip to Pittsburgh.... a stop at State College to pick up my colleague Alice Clark. Of course I did my share of phone work on the way to PSU because it is a 3+ hour trek there. But I did get to finish what I'd started earlier in the morning. After picking up Alice, we had a 2½ hour ride to Pitt but it seemed like we were there in a jiffy because we had much to talk about, her trip to Italy and rehashing our last CCPSDVS meeting because of her trip to Italy. We arrived just after the State Board met for dinner so I waited to meet with them at the official board meeting. This little extra time afforded me the opportunity to visit with some other CCPSDVS members who had arrived. So now I'm all set to be enlightened, empowered and educated!

So... *Keeping Cool Under Pressure*.... we all need to keep our cool, some more than others. The ideas, suggestions and concepts that *each* of our speakers shared with us provided us with lots of little snippets that will aid us as we meet and greet people, answer the endless phone call demands and inquiries and put out the fires before we've even started our day.

Health Literacy I wasn't sure where we were going with this topic at first, but as our presenter explained how it was all about communications and explaining what's happening, it made perfect sense, certainly could alleviate a lot of needless anxiety. With half of those being treated having difficulty understanding the medical information given to them, it's not a wonder that things can go a rye. Even we in the Volunteer Services arena can make a difference when we pick up subtle cues of confusion. By being *approachable, simplifying forms, inviting patients and volunteers* to serve on committees, *delivering the information at a fifth grade level* and *'teach back'* can all help to reduce stress for patients and their families. If all we do is recognize and report confusion to the staff, this in itself will shine light on the bigger problem.

Sally Mizerak's presentation on *Marketing* made some astounding points, all to be taken seriously. The Six P's help to answer the question 'What is our uniqueness (worth)?' We need to think about the (1) Product, (2) Position, (3) Place, (4) Production, (5) Promotion and (6) Price. When we answer each of these concepts we then need to live it! We need to write things down, talk about those things and share those things 'up' with administration. It is all worth a try to improving what we have. She spoke of the Plain Tree Model... I must confess I don't know that, so it will be something more for me to explore. But I liked the 'Chocolate Chip Cookies idea!

The session on ***Social Media*** was quite interesting and the presenter was very entertaining! I do believe the concept she expressed, 'we are going to be forced to change to keep up.' We've got a long way to go to even catch up! Things move so quickly in this electronic world. The equation as I heard it is...

Content + Visual Theme + Engagement = Social Media

I will definitely share this with the powers that be at Wayne Memorial Hospital along with the WAVE Model...

Ask the 3 **W** questions, (Where is the audience located? Who are the thought leaders? and What tools are they using?)

Finding Your **A**udience

Use **V**ersatile Tools, and

Engage Your Audience.

As I think this one out it seems to me that perhaps the biggest challenge we face is how to engage our audience. I took the most notes at this session, as I suppose I found it to be most interesting and perhaps an area in which my facility might need the most change.

It goes without saying what a grand time everyone had with the *Vendors* and *Silent Auction*. Good thing for those great Model totes for all the complementary gifts and samples! Milling around the floor, talking to colleagues, munching on great snacks, getting freebies.... what's not to love! Because I don't handle the gift shop at our facility carries home many resources for our Auxiliary Gift Shop Chairman!

A session on ***Advocacy*** is always interesting... whether to learn new ideas or to reaffirm that what we are doing is the right stuff. I especially liked the list of *Master Spontaneous Rewards*. Here they are...

- Notice small things about people that matter to them.
- Make yourself important to the people most important to them.
- Recognize people in unexpected places.
- Remember people's names.
- Say 'thank you' publicly and frequently.
- Thank people for 'the opportunity'.
- Thank people you don't know.
- Recognize their attempts to please.
- Show up to things that matter to them.
- Make people feel important.

As Volunteer Coordinators (Directors and such) we are connectors; we check with patients, we check with procedures, we check with doctors, we check with administration. We mustn't burn bridges; we need to keep in touch regularly and we need to do favors that cost us little but gain us a lot... offering before being asked.

These are terrific, usable suggestions. We must (and do) incorporate these simple elements each and every day to each and every individual we connect with. After all... it is who we are. This session was jam-packed with little snippets that will keep our audience front and center, feeling special and at ease with us. When you have to say 'No' to a request, talk about what you can do instead. It is important to know your 'brand', your hospital, its core values. Have a story, tell it quickly. People need to sense that you care. Use vivid details to bring a story to life; make it personal. So the bottom line here is to be an advocate, you must Walk in Their Story, Think and Act like a Brand, Be Ever Persistent, and Tell the Story from different perspectives using vivid language. Phew! As I said, jam-packed with great ways to be positive, uplifting, respectful and reinforcing as a stakeholder.

The End of Life Panel was conducted in much the same format as I presently use in our spring and fall Hospice Training for volunteers. Though the speakers were lengthy, they shared elements of their faith that I always find interesting, educational and enlightening. We all need to learn so as not to be ignorant!

It's Friday afternoon... is it over already? It sure does take a lot of minds and energy to put all this together and make it work for the good of all. And we constitute a large group! I was in awe of the energy and passion others displayed and will try to carry that home with me. Congratulations to all who helped organize this great endeavor.

And this brings us back full circle to the Closing Session. We always expect something outstanding and Sally Chopping was just that with *Powerful Public Speaking!* Her take on public speaking was spunky, witty and right on. Her performance left me upbeat and enthused, ready to go back and practice some moves! More importantly I want to share some of her tips to my college sophomore who will be enrolled in a speech class next semester. Sally's tips might help in reducing some of his stress in presenting! And isn't that what these conferences are all about... taking something back and sharing it!

Someone once told me that there are three kinds of people who attend seminars and conferences... those who look at it as a day off work, those who go to get the specific message laid out by the program and then the third kind, those who find something from all that is offered. I'd like to think I fit into the third category! There was so much to absorb and now share.

Other tidbits that I found will help alleviate anxiety...

- ❖ Loved the '*Ideas & Thoughts*' worksheet found in our folder. What a great extension of the National Conference for those of us who were not fortunate to go. I took special notes for myself of things I'd

really like to try at my facility... and I suppose eventually I will do them all, like designing a professional billboard to post in the entry way of the Hospital advertising Volunteer Services or having the volunteers 'tell their story'.

- ❖ I especially liked the *Perfect Day Exercise* given to us by way of Meg Maly. She is the picture of 'Kool'. And I'll try to practice each one of her suggestions on the list, starting with 'eat chocolate', then 'drink wine'! Great suggestions!
- ❖ The send off lunch bags with treats for the road were soooo adorable and practical! Not only were the snacks the perfect things for travel, but it alleviate stress in not having to stop along the way home for a snack!
- ❖ Everything was woven together, kudos to the planning committee for a job well done!
- ❖ As I reviewed the handouts and what was on the CD to compose this summary, I encourage anyone who didn't resource the CD, to do so, there's a lot of information on it, that is if you are a visual person like I am!

Respectfully and Gratefully Submitted,

Joyce Malicky

PS... thank you for the scholarship!

Important Dates To Note in 2011

- National Volunteer Week 2011 is April 10 - 16, 2011
- **SAVE THE DATE** - ONLY 303 days until the **2011 PSDVS State Conference** scheduled for **October 19 - 21, 2011!!!!** Mark your calendars now. The conference will be held at the spectacular Nittany Lion Inn in State College, PA where the only colors that exist are **blue and white!!!**
- The Association for Healthcare Volunteer Resource Professionals (AHVRP) of the American Hospital Association (AHA) national conference will be held at the Hilton, Walt Disney World in Orlando, Florida, September 15-18, 2011.

The Evelyn Burston Award

A number of people who attended the state conference in Pittsburgh, PA, this year indicated on the conference they were not familiar with the Evelyn Burston Award. Here is some history and information about the Evelyn Burston Award.

HISTORY...

Recognition of one of its peers had long been the topic of discussion for the Executive Board of the State Association of Directors of Volunteer Services (SDVS - now known as PSDVS) through the 1970's and 1980's. Evelyn Burston had been the Director of Volunteer Services at Germantown Hospital in Philadelphia for twenty years and her name became synonymous with excellence in hospital volunteer management. She was one of the first managers to understand the importance of patients' opinions and their value to overall hospital operations and improvements. She initiated the Patient Visiting Services during her tenure and was the first volunteer manager to coin the term "candy striper" for junior volunteers. She also developed a male volunteer program at Germantown Hospital, which was a new concept at the time.

In 1982, five years after her death, the Board of SDVS decided to recognize one member of the state association each year with an award in Evelyn Burston's honor. This award is bestowed each year at the annual state conference to a member who exemplifies Mrs. Burston's vision, energy, and professionalism.

ABOUT THE NOMINATING PROCESS...

Candidates for the award are nominated a peer. If the DVS chooses to accept the nomination, he/she completes a Nominee Profile. The completed profiles are submitted to the Chair of the Evelyn Burston committee. Each nomination is carefully evaluated by the committee using seven objective judging criteria. Those criteria are:

- Education, continuing education, conferences the DVS has attended
- Community involvement—how much has the DVS volunteered in his/her community over the past 5 years
- Experience as a DVS including number of volunteers, volunteer hours for past 2 years, other organizational responsibilities, and volunteer programs initiated by the DVS
- Hospital or Health Care Institution Involvement—what committees and projects is the DVS involved in within his/her organization
- How active the DVS has been in the local chapter, state board and/or AHVRP including what offices the DVS has held and what committees he/she has chaired
- Professional presentations and/or publications including presentations at seminars, conferences or chapter meetings and articles/essays that appeared in recognized publications.
- Other things that support the nomination such as any other awards, mentoring experiences or other notable accomplishments.

THE SELECTION COMMITTEE

The reviewing panel is comprised of the president of each chapter, the Burston Chair (PSDVS Vice President) and a past award recipient. Iris Douglas was honored as the 2010 Evelyn Burston Award recipient.

Congratulations to Iris Douglas – 2010 Evelyn Burston Award Honoree

It was a real joy to present the 2010 Evelyn Burston Award to Iris Douglas at the PSDVS Conference in Pittsburgh on November 4th.

Iris joins a distinct group of professionals with this recognition. Iris has worked in volunteer administration for the last 14 years at UPMC St. Margaret Hospital. At the hospital, Iris has chaired the Patient Satisfaction Committee, sits on the UPMC System Patient Advocates Team, participated in Magnet designation and electronic health record implementation, sits on the HCAHPS Pain Committee and HCAHPS Environmental Committee. She has also done numerous presentations for the hospital and the community.

Iris not only works very hard in her job, but she works very hard to promote her profession through her work with PSDVS. Having served in many roles at the state and chapter level, Iris also served at the 2010 PSDVS state conference chair and is the upcoming president of the PSDVS State Board.

You would not think that an individual would have any time left in the day to volunteer in her community....but Iris does. She has worked with the SMCMA Federal Credit Union, Every Child, Inc. and with the Glenshaw Presbyterian Church. She knows, as many of us do, that by setting an example as a volunteer yourself, you can better support and understand the needs of volunteers in our institutions.

Congratulations Iris on your award. We are very proud to have you as a colleague!

The Evelyn Burston Award Committee would also like to recognize our other 2010 nominees: Barbara Burger, Janet Kalup, Barbara Liccio, Judith Lieberman, Tina McDonnell, Vicki Nesta, Kristi Ondo, and Lillian Schonewolf.

Congratulations to all of you.

Betty Anton

Evelyn Burston Award Committee Chair



Western Chapter Report, Nick Petti—President

2010 was very productive of The Western Chapter. We have had our three very informative meetings. The first meeting was at new Children’s Hospital in Pittsburgh and at this meeting we learned about Benchmarking. Our second meeting for 2010 was on May 21, 2010 and was held at the UPMC McKeesport Campus thanks to Patrick Fisher, Volunteer Coordinator. A webinar entitled “Boomer Volunteer: A Strategy for Organizational Capacity Building” was presented. Our third meeting was held at Saint Vincent Health System in Erie, PA and we watched a webinar entitled “**GROW YOUR OWN: Component of a Great Youth Volunteer Program.**” Our final meeting of 2010 will be in December 3rd and will be held in Washington, PA. The topic for the final meeting will be on Ecommerce.

Currently we have 40 Western Chapter members which is an increase from last year and is better than budget. We were also able to award 3 chapter scholarships to our state conference in November.

I would like to thank the 2010 Western Chapter Board and Chairs for their teamwork over the past year. And I would like to extend a welcome to the 2011 Board:

- Julie Moreschi, President
- Rose Hoffman, Vice President
- Kelley Covone-Henning, Secretary
- Patti Bell, Treasurer

Nick Petti, President



Central Chapter Report, Joyce Malicky —President

President: Joyce Malicky
Vice President: Georgina Winfield
Treasurer: Sue Espenshade
Secretary: Kim Golden

Committee Members

Professional Development: Kristi Ondo
Membership & Marketing: Karla Bachl
Education & Compliance: Betty Anton
Newsletter: Alice Clark
Nominating: Krista DiRienzo

As the President of CCPSDVS for the past two years I've had the opportunity to learn much and to realize how much more I still need to learn. The relationships we've developed with each other have allowed us to grow so that we can better serve our volunteers, our patients, our staff and our communities. It is not always an easy road to traverse, what... with the need to document, document and document some more, we find that we are spending a good portion of our time managing the program, satisfying the regulations and assuming new roles so that we have little time to spend time doing the things that brought us to the job in the first place.... the interpersonal relationships and compassionate connections with our community!

Through it all, the Central Chapter has been fortunate to have a great team of professionals from which we can seek advice, brainstorm with, think aloud and vent with! We are here to support each other and know we can count on each other to get us through just about any challenge, including the constant evolution of the health-care arena

The inaugural meeting of April 2010 took place at Holy Spirit in Camp Hill with Kristi Ondo hosting. Portions of an AHVRP webinar module 'Proactive Program Management, Assessment and Design' was shared and discussed. Networking was of priority at our first get-together.

Our July 9 meeting was at Mount Nittany Medical Center in State College, hosted by Alice Clark. One of our own colleagues, new member Angie Bly, presented 'Marketing Your Program within Your Facility'. 'Wow' was the consensus! We were all eager to return home to start on our next annual report. One of our members did just that and she has reaped significant rewards!

Our group also spent some time discussing the 2011 State Conference, which will incidentally also be held in State College.

The October 15th meeting was held at The Cross Keys Village in New Oxford. Corinne Peterson and a colleague facilitated our End of Life Care discussion and how we could get volunteers involved by providing emotional, spiritual and practical care to these patients.

Lehigh Valley Health Network will host our December 10th meeting at the Muhlenberg campus with host Karla Bachl. Where everything old is new again, our topics will be 'Creative Recruiting' and 'Dealing with Aging Volunteers'.

Respectfully Submitted

Joyce Malicky, CCPSDVS President

Eastern Chapter Report, Joan Simpson—President

Greetings Eastern Chapter Members!

As this is my last 2010 report to the Board, I'd like to extend my thanks to our organization for the opportunity to serve in a leadership role. Friendships, meetings, programs and social events were so enjoyable. I also take this opportunity to reach out to all members and encourage them to step up and serve in leadership roles.

January 2010 meeting was well attended and the program was presented by two of our Crozer-Keystone Health System Hospice employees. "Bereavement" was the topic. It was an important program to us, as not only do we help those who lose a loved one, but we personally grieve in the loss of our volunteers.

May 2010 we were guests at the DVAVA Conference, held at Haverford College. We had a choice of programs, including: literacy, marketing, end of life cultures, social media, legal issues, strategies, championing ideas and presentation skills. I was honored to sit with Liz and Jay Scott of Alex's Lemonade Stand, who were special guest speakers at the conference. Their power point was so impressive of the power of their dear child, Alex. Her dreams are still bring childhood cancer to the forefront today.

September 2010 we took our meeting to the Tyler Arboretum. Our chapter members were presented a "Time Management Program" by Vince Mazzella from Crozer-Chester Medical Center, who was the guest speaker. He discussed personality types and time management, and also talked about major time wasters. Vince's program was "absolutely on time", so chapter members could then take time and walk through the lovely Arboretum and enjoy the "Nature of Magic"!

November 4 and 5, 2010 we traveled to Pittsburgh for our State Conference, hosted by the Western Chapter, "Keeping Cool under Pressure". The Western Chapter worked so hard to offer the best programs. Hospitality was abundant. Our members had a great time and look forward to returning hospitality in 2012, when conference will be hosted by the Eastern Chapter.

December 10, I hosted our last meeting of the year at my hospital, Crozer-Chester Medical Center. This was our holiday meeting, which included continental breakfast and lunch of chicken parmesan. We had our holiday gift exchange and also our charity envelope drawing. I presented a questionnaire to our members entitled, "The Last One Standing", written by Clyde Taylor, a presenter at the national conference.

Our slate of officers was elected:

President:	Janet Kalup
Vice-President/President Elect:	Helen Gordon
Secretary:	Dana McKee
Treasurer:	BJ Wright

I had the extreme pleasure of attending the National Conference in St. Louis this year. Conference offered an abundance of programs, networking with colleagues, meeting and socializing with members from all over the U.S. My days were filled. The conference ended with a dinner party at the "St. Louis Arch" and yes, I rode up to the top! Even though it was a chilly evening waiting outside, it was certainly a memorable evening.

Eastern Chapter is proud to have two new CAVS: Lillian Schonefeld and Helen Gordon. Both ladies sat for the examination in St. Louis and passed. Eastern Chapter also had three nominees for the Burston Award: Janet Kalup, Judy Lieberman and Lillian Schonefeld. Member Melissa Heinlein wrote a chapter for the newly published textbook, Volunteer Administration Professional Practice, which is now available. We're very proud of all our members!

Well, I've turned the gavel over to the new President and know that she is already working on meetings and programs.

I've been asked to serve as the AHVRP Liaison next year, so I'll still have the opportunity to sit on the State Board. Thanks to everyone who participated and helped the Eastern Chapter have another successful and fun year.

Warmest regards, Joan Simpson



NEW STATE BOARD MEMBERS

PRESIDENT: **Iris Douglas**, DVS UPMC St. Margaret Hospital—Western Chapter

PRESIDENT-ELECT: **Tina McDonald**, DVS Fox Chase Cancer Center—Eastern Chapter

VICE-PRESIDENT: **Kathleen Michalovicz**, DVS The Washington Hospital—Western Chapter

SECRETARY: **Yvonne Navarro Brewer**, Coordinator for Telecom & Volunteer Services,
Bryn Mawr Rehab Hospital—Eastern Chapter

TREASURER: **Joyce Malicky**, DVS Wayne Memorial Hospital—Central Chapter

PSDVS (sadly) bids 'Adieu' to 4 DVS's who are retiring this year

Betty Anton
Barbara Berger
Fran Braun
Phyllis Paules

You have been the inspiration to those of us in the profession. Thanks for sharing your expertise and blessing us with your wisdom. It has been our privilege to know you and to work with you. Don't be a stranger to your PSDVS friends.