



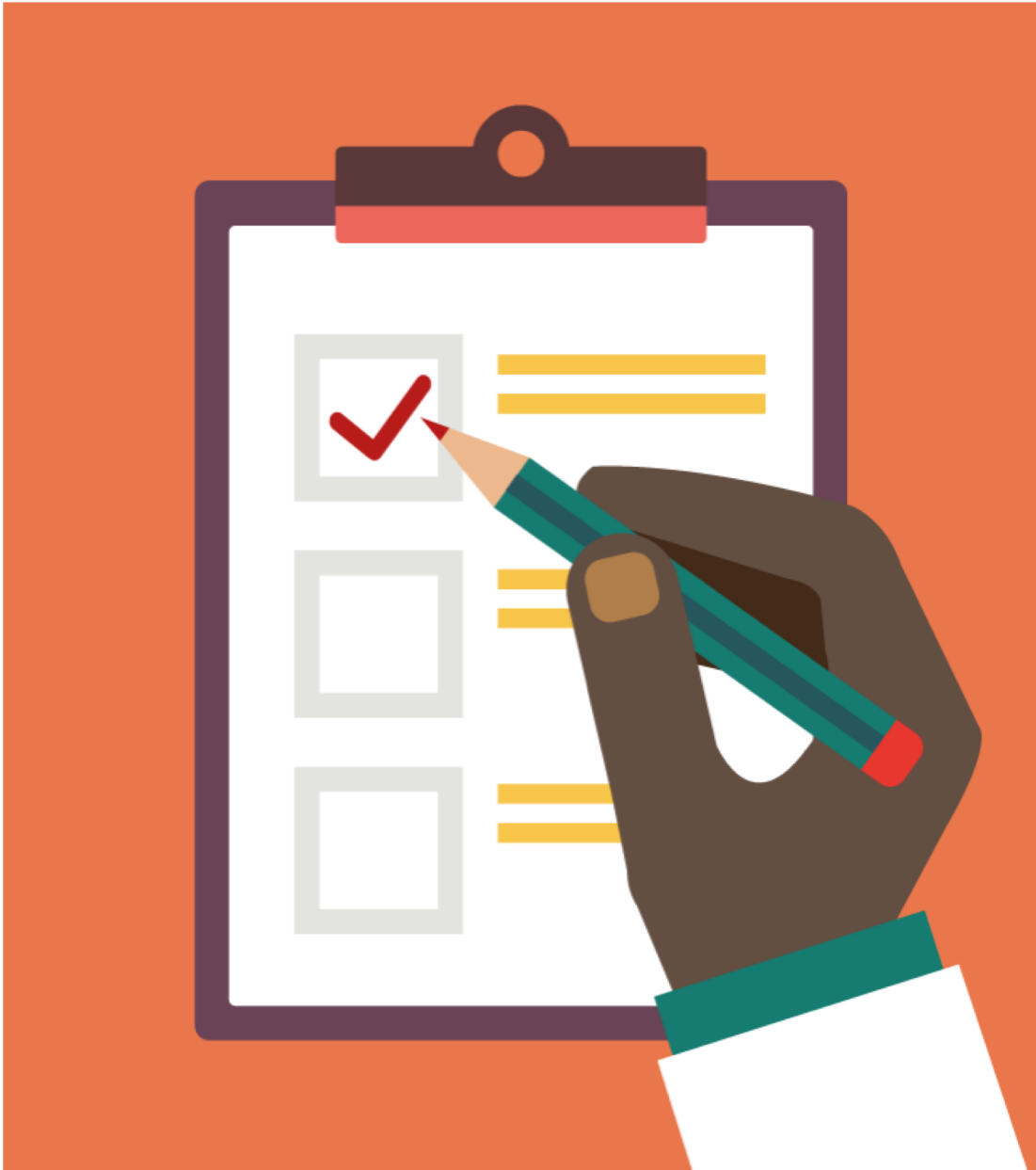
You've Got This!
**UNIQUE COMPETENCIES &
PROFESSIONAL ETHICS
FOR LEADERS OF
VOLUNTEERS**

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What is the CCVA?

Body of Knowledge and Competencies

Professional Ethics in Volunteer Administration

CCVA: Vision and Mission

Our Vision:

A world where competent, passionate leaders effectively engage volunteers

Our Mission:

To advance excellence in volunteer administration by delivering professional certification and advocating ethical practice

PROUD MEMBER



Institute for
Credentialing
Excellence™

History of the CCVA

Early 1980s

First competency based international certification developed by the Association for Volunteer Administration (AVA) called the CVA (Certified in Volunteer Administration)

2000

Revision to update the competencies to align with national certification standards

2006

AVA dissolves; CCVA established as new home for the CVA credential and *Professional Ethics* materials

2015

Task force creates new Body of Knowledge and Competency Framework for basis of exam



1. Say hello!

2. Introduce yourself and where it is that you lead volunteers?

3. What unique value does your position add to your community and/or organization's mission?

What is a competency?

Observable abilities, skills, knowledge, motivations or traits ***defined in terms of the behaviors*** needed for ***successful*** job performance.

Body of Knowledge and Competencies

Seven (7) Unique Competencies

- Plan for Strategic Volunteer Engagement
- Advocate for Volunteer Involvement
- Attract and Onboard a Volunteer Workforce
- Prepare Volunteers for their Role
- Document Volunteer Involvement
- Manage Volunteer Performance and Impact
- Acknowledge, Celebrate, and Sustain Volunteer Involvement

These Seven Categories are further broken down into 67 tasks

Available in the Resources section at cvacert.org

A Closer Look

Plan for Strategic Volunteer Involvement

1. Assess organizational needs and opportunities for volunteers
2. Promote organizational readiness (e.g., commitment, capacity, competency)
3. Research and analyze related programs and services
4. Develop goals and objectives for volunteer services
5. Develop policies and procedures for volunteer services
6. Develop supporting tools and resources for volunteer services (e.g. forms, databases)
7. Develop evaluation plan for volunteer services
8. Develop risk management plan for volunteer services
9. Establish benchmarks for volunteer services
10. Implement evaluation plan for volunteer services

Available in the Resources section at cvacert.org

Enabling Knowledge

- Budget & Financial Analysis
- Collaboration Principles and Tools
- Communication Methods & Principles
- Community Needs
- Volunteer Motivations
- Evaluation
- Ethics
- Goals & Objective Setting
- Human Resource Laws
- Training Design
- Marketing
- Needs Assessment
- Partnership Development
- Policy and Procedure Development
- Project Management
- Public Relations
- Record Keeping
- Recruitment Principles & Strategies
- Research Methods
- Risk Management
- Strategic Planning
- Screening & Placing Volunteers

Enabling Skills

- Use Interpersonal Skills to Build Relationships
- Ensure a Fair & Inclusive Work Environment
- Develop & Disseminate Written Communications
- Analyze Work & Delegate Tasks
- Facilitate Training Activities
- Share Stories to Illustrate a Point
- Present to Groups
- Analyze Data & Make Recommendations
- Convey Enthusiasm for Volunteerism
- Resolve Conflict
- Motivate Others

How to work the competencies

- Position descriptions for your role, your staff team or staff partners (those who partner with volunteers)
- Concrete language about the VALUE of your role and the skills, abilities and knowledge that are required
- Useful in performance planning and management
- A guide for personal or professional development
- Tools to negotiate a salary, raise or benefits



CVA Self-Assessment Tool

*This document is intended to provide guidance
when studying for the CAVS Exam.*

*By assessing your own level of knowledge and experience
in each topic area, you can identify areas
that might require further study or review.*

1 = minimal or no knowledge or experience; requires study

2 = some knowledge or experience; requires review

3 = know and understand, with solid experience; little or no review needed

| A. Plan for Strategic Volunteer Engagement | 1 | 2 | 3 |
|--|----------|----------|----------|
| 1. Assess organizational needs and opportunities for volunteers | | | |
| 2. Promote organizational readiness (e.g., commitment, capacity, competency) | | | |
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1. What was the self assessment process like?
2. Are there areas where you recorded a 3?
3. Are there areas where you recorded a 2 or 1?

Each of us carries
an ethics backpack...



Related Terms

Morals – personal identification of right and wrong

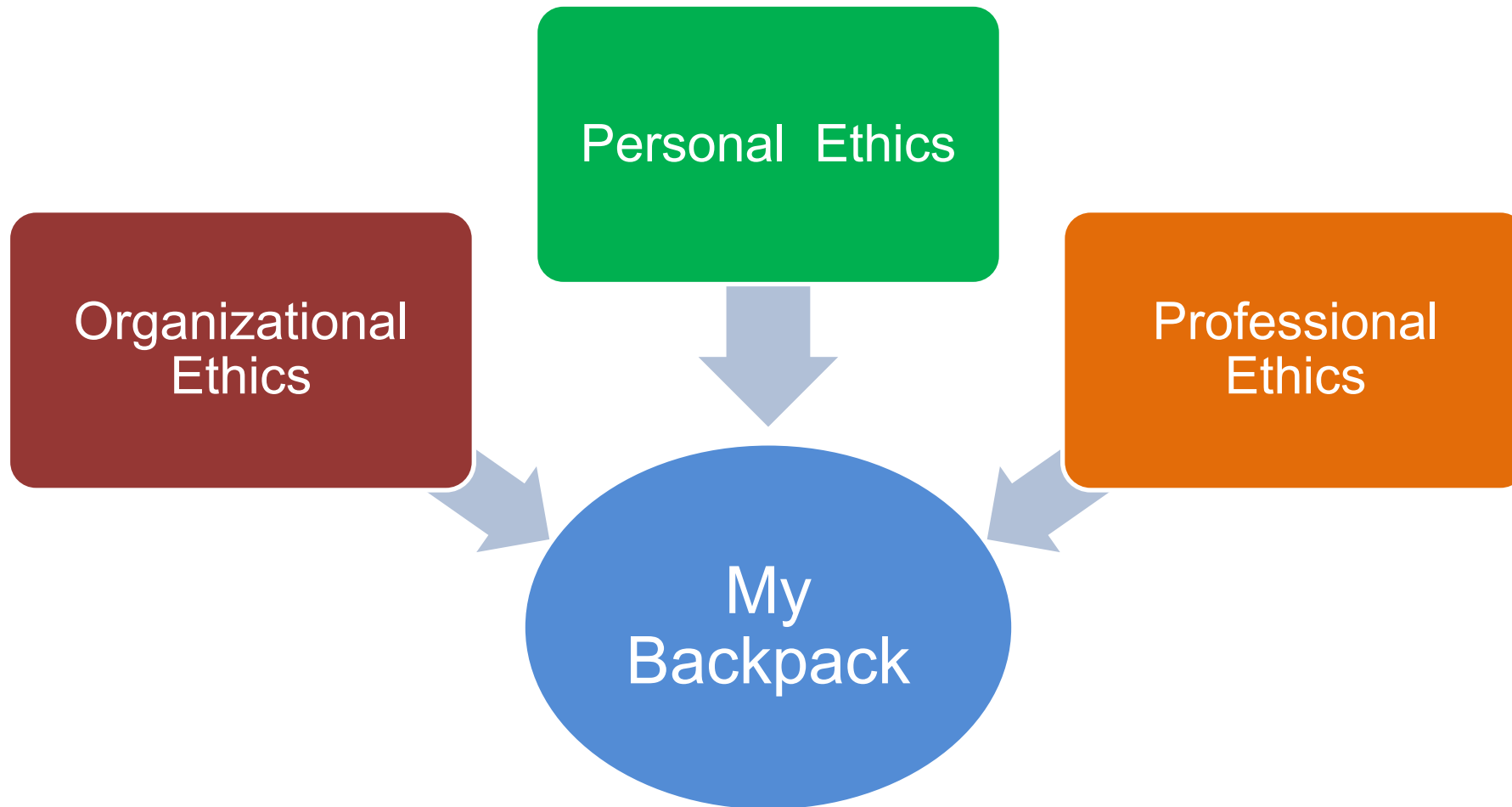
Beliefs – an idea held to be true

Values – guide decision-making and prioritization

Policies – a standard or code for decision making

Culture – an organization's goals, values, and beliefs

What's in my ethics backpack?



Core Values for Volunteer Engagement Professionals



Professional Values and Principles

CITIZENSHIP: The Administrator of Volunteers understands that volunteerism is a foundation of *civil societies* and guides the organization and its stakeholders toward active community participation.

- Philosophy of Volunteerism
- Social Responsibility
- Philanthropy

Professional Values and Principles

RESPECT: The Administrator of Volunteers acknowledges the inherent value, skills and abilities of all individuals and affirms the mutual benefit gained by the volunteer and the organization.

- Dignity
- Inclusivity
- Privacy

Professional Values and Principles

ACCOUNTABILITY: The Administrator of Volunteers demonstrates responsibility to the organization, its stakeholders and the profession of volunteer administration.

- Collaboration
- Continuous Improvement
- Professionalism

Professional Values and Principles

FAIRNESS: The Administrator of Volunteers commits to individual and collective efforts that build and support a fair and just organizational culture.

- Impartiality
- Equity
- Justice

Professional Values and Principles

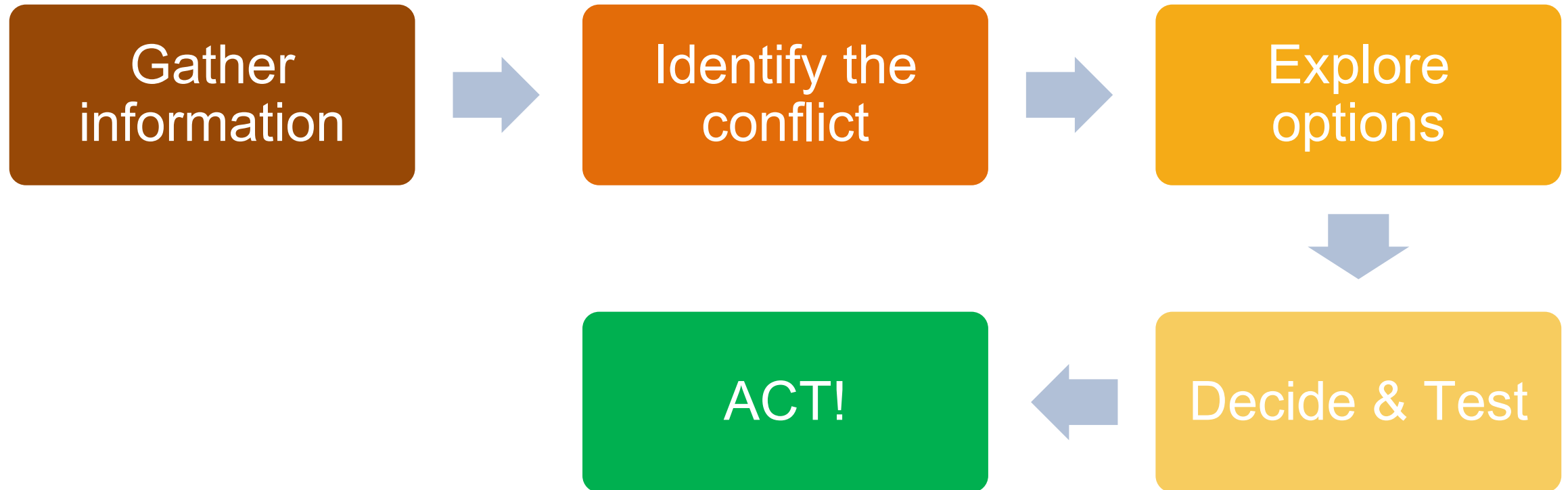
- **TRUST:** The Administrator of Volunteers maintains loyal and trusting relationships with all stakeholders and is dedicated to providing a safe environment based on established standards of practice.
 - Honesty
 - Integrity
 - Commitment

Yucky Situation or Ethical Dilemma?



- Is this situation very unusual?
- Is there a conflict between values or beliefs?
- Are multiple stakeholders involved?
- Policy says “do this”, but I’m not sure that is “right”?
- Is there a downside to making the “correct” choice?

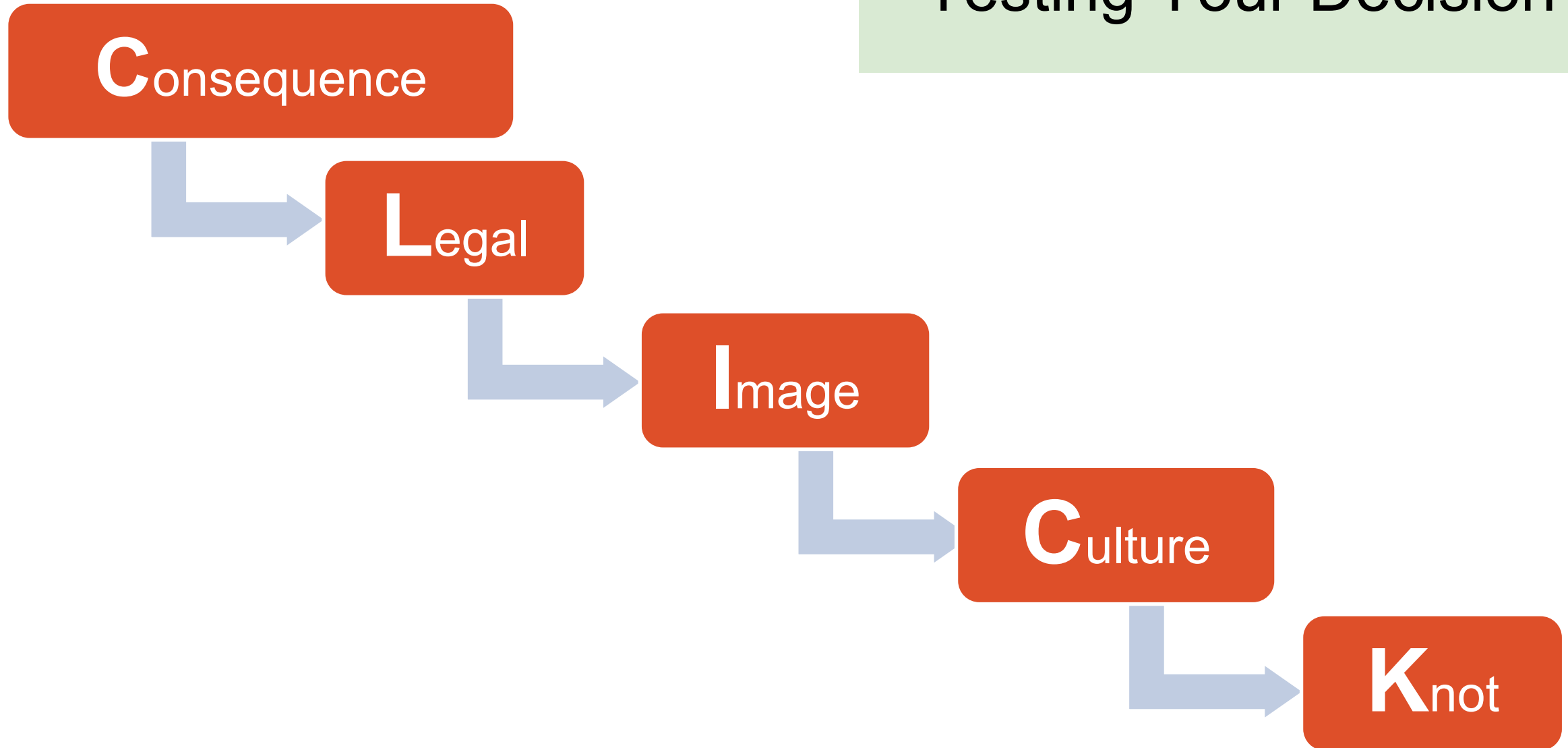
Ethical Decision Making Process



Decision Making Steps

1. **Gather information:** *what led to this situation? who is involved? what else do I need to know?*
2. **Identify the dilemma:** *which two or more values or principles are at the heart of this dilemma? where is the main tension?*
3. **Explore various options & consequences:** *what if I did this? what if I didn't do that? who will be affected?*
4. **Make a decision and test it:** *seek the path of least harm*
5. **Act** -- *with confidence, courage, professionalism*

Testing Your Decision



Decision Making Steps

1. **Gather information:** *what led to this situation? who is involved? what else do I need to know?*
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Case Study - Jasmine

Jasmine is the director of volunteer services at a hospital. She has been asked by senior management to organize a COVID-19 vaccination clinic for hospital volunteers based on her government's current phasing criteria. Vaccination supply is not guaranteed.

While determining which volunteers meet the current age and medical criteria, Jasmine is approached by the Vice President of Development, who instructs her to invite one of the hospital's largest donors, Mrs. Smith, to be vaccinated. When Jasmine comments that the clinic is for current in-hospital volunteers, the VP says Mrs. Smith has dedicated lots of time to causes on behalf of the hospital before and the hospital can't afford to disappoint her. Jasmine knows Mrs. Smith doesn't meet the current age requirement for vaccination and is unsure of her medical background.

What should Jasmine do?

Step 1 – Gather Info

- Who is ultimately responsible for distribution of vaccines at the hospital?
- Are there clear guidelines for distribution?
- Has the VP discussed this request with anyone else?
- What happens if you prioritize someone based on something other than the established criteria?
- Stakeholders: hospital, CEO/board of directors, volunteers, community, Jasmine

Step 2 – Identify the Conflict

Core Values at heart of the dilemma are:

- Fairness (equity and justice)
- Trust (integrity)
- Possibly: Accountability (professionalism)
- The main conflict is Jasmine being asked to give preferential treatment to someone based on their financial contributions, not their eligibility, and in doing so, inconsistently apply the rules.

Step 3 – Possible Actions and Outcomes

- Jasmine invites Mrs. Smith to the vaccination clinic. (She gives a large donation afterwards)
- Jasmine invites Mrs. Smith to the vaccination clinic. (She tells others and the word spreads)
- Jasmine asks Mrs. Smith if she meets the current criteria and when she says yes, she includes her.
- Jasmine declines to invite Mrs. Smith as she does not meet the criteria for the clinic. (She makes the VP angry or faces consequences)
- Jasmine declines to invite Mrs. Smith but the VP invites her anyway.

Step 4 – Decide and test
Use CLICK

Step 5 – Act with confidence, courage and
professionalism

Moral Courage

“Moral courage is the quality of mind and spirit that enables one to face up to ethical dilemmas and moral wrongdoings firmly and confidently, without flinching or retreating.”

Rushworth Kidder Institute for Global Ethics



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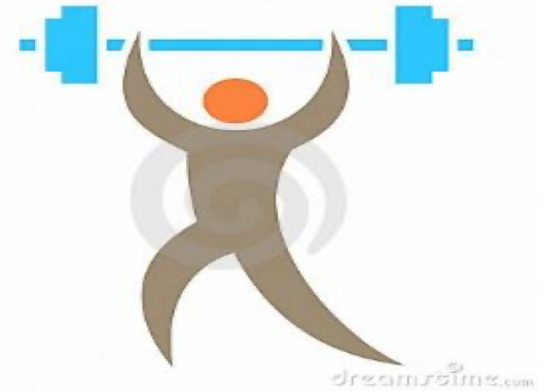
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“Exercising” Ethics



- Post the CCVA Values & Principles near your desk
- Discuss ethics at staff & volunteer orientations
- Use scenarios as a discussion starter.
- Practice the decision-making process.
- Devote time at staff or Board meetings to focus on each ethical principle
- Find colleagues to serve as your “sounding board”