

THE COLORADO CONFERENCE

ON VOLUNTEERISM



Climbing to New Heights Together



Dear Colleagues:

Welcome to the 2015 Colorado Conference on Volunteerism!

On behalf of the conference planning committee I would like to thank you for taking time from your busy schedules to attend the conference. Our roles require us to be tirelessly energetic, dedicated, and creative enablers of change within the community. We hope the next two days will refresh, present new ideas, and allow you to build your network of inspired colleagues.

The keynote speakers, ReWork and Coldspring Center, offer insight into designing programs for success and creating trauma informed volunteer programs. I hope you enjoy our sessions that are designed to allow us to Climb to New Heights Together! Join us on an adventure to make new contacts and friends during the happy hour located upstairs in the Colorado Mountaineering Museum.

I would like to take this opportunity to thank all of the generous sponsors, planning committee members, presenters and volunteers who are making this conference possible. Many hours were spent brainstorming, organizing, scheduling, and working to make this conference meaningful and valuable for you.

I hope you enjoy the conference, meet new people, learn something new, and leave energized and excited in your work for our communities!

Sincerely,

Evan Rose

Evan Rose, Conference Co-Chair

W E L



#### 2015 Workshop Schedule At-A-Glance

#### Tuesday, October 13, 2015

Breakfast/Registration/Networking	8:00am-8:45am
Welcome/Introductions /Award Ceremonies	8:45am-9:35am
Keynote Address	9:40am-10:30am

**What Talent Want: Understanding Your Most Valuable Asset** 

Ashley Elmblad and Abe Taleb, ReWork

Session A 10:40am-12:10pm

Lunch/Idea Exchange Groups 12:15pm-1:25pm

 Session B
 1:30pm-2:55pm

 Session C
 3:00pm-4:25pm

Networking Happy Hour 4:30pm-6:30pm

**American Mountaineering Museum in the AMC** 

#### Wednesday, October 14, 2015

Registration/Networking 8:30am-9:00am
Breakfast and Keynote Address 9:00am-9:55am

**Setting Up Trauma Informed Volunteer Programs** 

Matthew Benett, Coldspring Center

Lead 2016 DOVIA's Strategic Plan/Membership Meeting 10:05am-10:50am

Session D 10:55am-12:15pm

Lunch/Idea Exchange Groups 12:20pm-1:30pm

Session E 1:35pm-3:00pm

#### **About ReWork**

We at ReWork believe that organizations working day and night to improve people's lives deserve the most talented, committed, and passionate professionals out there to support their efforts. And we believe to our core that the world would be a better place if the best thinkers and doers of each generation defined their success not based on the pay or prestige of their jobs, but on how big of an impact their work has on other people's lives.



Our mission is to put the best talent to work on the world's most pressing issues.

ReWork is a progressive recruiting firm driven by the belief that real change happens when the right individuals connect with the right organizations. We match mission-driven talent to the world's most socially innovative non-profits and social enterprises.

#### **About the Keynote Address**

As a society we have a lot of work to do when it comes to social, cultural, and environmental challenges. And working to solve those challenges is a really meaningful thing to do. We're experiencing a shift in the workforce where people are looking to derive a sense of purpose from work more so than we've seen before. Likewise, there's an entire economy of organizations whose entire reason for existing is to impact these huge societal challenges we face.

For these organizations, the most valuable asset they can leverage towards their ambitious goals to make the world a better place is not their brand, their capital, or their location; it's the individuals who sit on their teams -- their talent, their people. Understanding how talent--namely, top-quality professionals who desire a sense of purpose from their work--perceive their careers and make career choices will determine your ability to get them to join your team.

# Ashley Elmblad (Director of Workforce Design) What Talent Want: Understanding Your Most Valuable Asset

Tuesday, October 13 - 10:40am



Ashley is the Director of Workforce Design at ReWork, a social enterprise focused on advancing the world of meaningful work by (a) placing talented professionals in key roles at impact-driven organizations and by (b) teaching teams powerful frameworks and skills to propel their impact. As Director of Workforce Design, she teaches teams how to approach challenges more collaboratively in a way that draws passion and creativity out of employees and stakeholdrs. In the last two years, she and her team have worked with over 180

impact-driven organizations around the globe, including the U.S. Green Building Council, Harvard University, Chipotle Mexican Grill, and the United Nations Development Programme in Kyrgyzstan.

Ashley began her career consulting for hospitals, and then jumped industries to join Chipotle Mexican Grill's corporate team in process improvement and culture strategy. Ashley holds a B.A. in Philosophy, a B.A. in Psychology, and a Certificate in Leadership Studies from the University of Colorado at Boulder.

#### Abe Taleb (coo)

What Talent Want: Understanding Your Most Valuable Asset
Tuesday, October 13 - 10:40am



Abe is the cofounder and COO of ReWork, a social enterprise focused on advancing the world of meaningful work by placing talented professionals in key roles at impact-driven organizations. As COO, he oversees a team of search directors who are dedicated to ensure organizations like Acumen, Echoing Green, Venture for America, and Bright Pink have the absolute best people helping them make our communities better.

Abe realized his knack for recruiting when he was tasked with Collegiate Recruiting for an internet company; it helped that this recruiting took place at his alma mater, R.I.T. He loves working with talent. When he is not on the phone with clients or candidates, you can find him on the soccer field or home with his wife Jane and their cat Beets.

#### **About Coldspring**

The Coldspring Center for Social and Health Innovation is passionate about furthering the art and science of healing. This passion drives us to create research, educational, and service solutions that improve



the health, resiliency, and well-being of communities, groups, and individuals. These solutions focus on improving the quality and value of service systems and programs in the medical, social service, education, and psychology fields.

#### **About the Keynote Address**

The challenges facing human service organizations are numerous and at times overwhelm the resiliency of volunteers and staff at all levels of the organization. Leaders balance administrative demands with creating an environment that allows volunteers to thrive. This keynote address will explore a new paradigm of leadership and human service approaches designed to combat burnout and secondary trauma, with an overarching goal of providing world class services. Drawn from research in a wide variety of fields, The Trauma Informed Path to New Heights, will address the difficult challenges of human service work, with strategies to provide volunteers with the knowledge and support they need to engage in the work of improving our communities.

#### **Matt Bennett**

Setting Up Trauma Informed Volunteer Programs Wednesday, October 14 - 10:45am



Matt Bennett, MBA, MA has a Master's degree in community psychology and executive development (non-profit management), as well as a Master's in business administration. He specializes in the development of trauma informed care, quality improvement, results-based leadership and Motivational Interviewing. Mr. Bennett has successfully combined his academic pursuits as a researcher and published author with his practical experience in leading

nonprofit organizations and educational institutions to develop researched based solutions to improve the health of individuals, organizations, and systems.

Mr. Bennett utilizes a participant centered workshop approach which includes interactions and adult learning activities to maximize learning, retention and application of workshop concepts. These approaches combined with a strong mastery of the topical research allow delivery of in-depth subject matter in a practical manner, targeted to the audience. Mr. Bennett's presentations are a dynamic dance of cutting edge research, practice application and a passion for the art and science of helping others.

#### **Changes in Program Schedule**

The Conference Committee has invested significant effort into confirming the program schedule prior to the event, however; circumstances beyond our control may modify the Conference agenda. The Conference Committee will make every effort to communicate these changes to you. Thank you for your flexibility.

#### **Evaluation**

Your feedback plays a key role in the development of future conferences. Please take a moment to complete the electronic evaluation at the conclusion of the conference which will be sent to you via email. Your feedback is valuable and we thank you in advance for your input.

#### **Special Needs Statement**

The hosts of this conference are committed to making its activities accessible to all individuals. If you are in need of an accommodation, please do not hesitate to contact a Conference Committee member (green ribbon) in order to receive service.

#### **Emergency Info**

Dial 9-1-1 for any emergency needing rescue or response from police, fire, or ambulance services. In any evacuation, calmly evacuate to the nearest exit and take the direction of local authorities to the safest location.

#### **Connect With Your Local DOVIA**

DOVIA (Directors of Volunteer in Agencies) chapters are present in several communities across the state of Colorado. The role of DOVIA is to advocate for the volunteer management profession and to support volunteer managers via networking and training opportunities. Contact DOVIA Colorado to be connected with the DOVIA programs in your community.

#### **Networking Happy Hour**

We're excited to offer a networking happy hour that will connect you with peers at other organizations, and avoid traffic, too! Join us Tuesday 4:30–6:30pm at the American Mountaineering Museum in the AMC. Sponsored by the Scientific and Cultural Collaborative and Flood and Peterson, this Happy Hour is a great opportunity to connect with others in the volunteer management field, continue discussions from conference sessions, and discover ways to stay engaged in 2016.

### Schedule KEY

#### **Theme** Level **Introduction Level** The Basic Equipment: 101 volunteer management tools and tricks **Intermediate Level** Being Fit: Professional readiness, preparation, and personal wellness Navigating Teams: Working together for the ascent Advanced Level All Levels **Guiding Your Team**: Tools for volunteer managers to steer their organization Climbing Safely: Identifying risk, balancing risk v. reward Planning Your Route: Developing Strategies with intentionality

## October 13

#### Session A: 10:40am-12:10pm

#### **T101: Design-Thinking for Social Impact Ashley Elmblad, Director of Workforce** Design; Abe Taleb, Chief Operating Officer,

Conference A

ReWork



In this highly engaging workshop, we will give an overview of design-thinking—a problem solving framework that leverages extreme collaboration and creativity among teams to create impactful solutions tailored to meet the needs of the beneficiaries at the center of the solution's design. Design-thinking has been embraced by the social impact community as it truly puts people at the center of any solution design.

#### **T102: Tapping Corporate Resources** Susan Hyatt, Big Purpose Big Impact Foss Auditorium

In this session we will develop a strategy for developing business relationships to access needed resources to support your work. Learn the five biggest mistakes to avoid when approaching companies, how to identify high potential business prospects and crafting your case for support to make your ask stand out.

#### T103: Building a Team around You Jennifer Strickland, Executive Director, **Foothills Animal Shelter**

Conference B



Ever feel your "to do list" is so daunting you don't even know where to begin? Don't have the staff or budget to support you? There is a way! With an open mind, positive attitude, the right volunteers, some creativity, organization, and training, you can make it happen.

#### T104: Mentor Up-Intergenerational **Engagement**

Cathy Lasnik, Senior Program Specialist, **AARP Colorado** 

Conference C





This workshop details the Mentor Up program, which is all about young people helping older adults stay connected and adjust to the many challenges they face in today's changing world. Mentor Up is a new way to make a difference from AARP Foundation. We're here with tools and instruction to help young people make a meaningful difference in their communities. We can connect you with people and organizations that have ways for you to help. or even help you create your own community service event.

#### T105: Base Camp: Laying the **Groundwork before the Climb**

Traci Lato-Smith, Certified Volunteer Administrator

Conference D





This workshop explores the fundamentals of creating and running an effective and efficient volunteer program including: identifying and documenting potential volunteer roles, determining appropriate screening and intake processes, developing necessary orientation and training components, managing and tracking volunteer assignments, and retaining vour vital volunteers.

#### T106: Volunteerism by Gender and **Cultural Identity**

Didi Fahey, Ph. D., Founder and **President of QREM Evaluations** 

Baker Classroom 🛑 🛢 🕯 🗗 🏗







Engaging community volunteers requires an understanding of how individuals prefer to volunteer and what motivates them to continue their volunteer efforts. Volunteerism is often viewed as an essential ingredient for program delivery, and as such, the activity is structured to serve the needs of the organization with the hope that the volunteer will find that service rewarding on a personal level.

In reality, there is a competition for volunteer labor and the successful strategy rests on targeting the expectations of the volunteer and understanding how to structure volunteer tasks so that they are considered to be desirable.

#### Session B: 1:30pm-3:00pm

#### T201: Beyond the Requirements— **Mobilize Your Volunteers to Support Your Organization**

**Audrey Siegfried, Training Manager, Colorado Mentoring Partnership** 

Conference B



Volunteers are an invaluable support system for your program. Their ability and desire to contribute reaches far beyond their volunteer role, yet few are ever asked to contribute. This hands on, interactive workshop will provide participants with an understanding of how volunteers can support program needs through fundraising, volunteer recruitment, advocacy, and other initiatives. Participants will learn to: 1) identify volunteers who can support their programs' needs, 2) prepare these volunteers to effectively provide support, and 3) implement tactics immediately in their own programs.

#### **T202: InTEENtional Leadership and** Collaboration

**Tracy Vinicka, Teen Programs Coordinator:** Hanna Hopkins, Teen Programs Specialist; Audrey Koenig, Teen Volunteer, **Denver Zoo** 

**Conference D** 





Join us for an engaging workshop using Denver Zoo's Zoo Crew teen volunteer program as our guide! This session will focus on adding depth to your program, creating leadership opportunities with teens, and working towards creating valuable teen and adult partnerships to take your program to the next level.

#### T203: Navigating Staff and Volunteer Relationships

Mark W. Smith, Volunteer Resources Manager, Project Angel Heart

Foss Auditorium



Navigating the terrain between staff and volunteers can be hazardous. In this workshop, come explore strategies and methods to strengthen the relationships between staff and volunteers.

T204: The Effect of Volunteer Activity on **Psychological Well-being for Individuals** with Traumatic Brain Injury or Spinal **Cord Injury: Review of Two Research Studies** 

Lenore Hawley, LCSW; Lisa Payne, PH.D., Craig Hospital; Kristy Judd, Metro **Volunteers; Nancy Blose; Michelle Brann** 

Conference C



Individuals sustaining traumatic brain injury or spinal cord injury are often unable to return to pre-injury vocational roles. Such role loss has been associated with a decreased sense of purpose and well-being. Two current research studies investigating the effect of volunteering on well-being after TBI or SCI will be described during this workshop.

#### **T205: The Big 6 Brianna Doby, CEO of Positive Rhetoric** LLC

Conference A





Be bright, be bold, be memorable—with the big 6 presentation skills! Six advanced techniques will help you reach audiences to shape their priorities in meaningful ways. This training gives specific, technical examples for research and financial data presentations in addition to providing smart savvy tools for telling your program's best "story" to engage organizational leadership. Let the Big 6 help you reach your next audience (or next promotion)!

#### T206: "Meeting" the Challenge: Tools for **Positive, Productive Meetings**

Lori Thompson, Volunteer Manager, Girl **Scouts of Colorado** 

Baker Classroom

Meetings are critical to connecting volunteers to your organization, but if they don't go well they can disengage volunteers, create conflict, and waste time. Explore different ways to train and support volunteers as they lead meetings. Learn how to effectively manage meetings and maximize your volunteers' participation and engagement.

#### Session C: 3:00pm-4:30pm

#### T301: Ode to Joy: Survival Strategies for **Volunteer Management**

**Linda Fuller, Master Trainer, Retired Girl Scouts of Colorado** 

Conference C



This workshop showcases a hodge podge of ideas and activities for bringing joy and positive energy into your life. Put your play face on and prepare to have fun!

#### T302: Risk Management for Volunteer **Programs**

Michael Brown, Director of Marketing; Sean Gingerich, Vice President, Flood and Peterson

Conference A



Risk is everywhere and can't be avoided that's why it's important to think strategically about minimizing exposure while serving your organization's mission! This training will help you assess key risk management exposures for your organization and equip you with solutions that mitigate these exposures, without being a barrier to success. By protecting your organization's balance sheet, you will protect your ability to community.

#### T303: Collaborating with Faith Based **Organizations**

**Bobbie D'Addario, Owner, My Soul Works** 

Foss Auditorium



Faith based organizations offer a wealth of volunteers and resources that non-profits can benefit from. This session will offer volunteer managers some information on how to optimize relationships with faith based organizations in order to create partnerships and elevate awareness of the mission of your organization. The workshop will also offer statistics on faith based giving and volunteer participation.

#### T304: Becoming an "Embedded Strategy Organization"

Kate Kalstein, Founder and Principal, Kate Kalstein Consulting

Baker Classroom



Commonly organizations, programs and teams pause for strategic planning. What if you could become an "Embedded Strategy Organization" and maintain strategic focus within ongoing meetings and operations? It won't be easy but it will be rewarding.

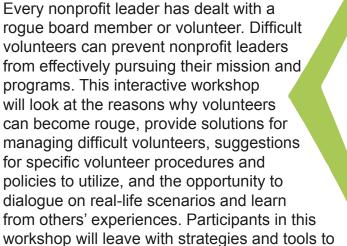
#### T305: No More Headaches: Strategies to **Effectively Managing Difficult Volunteers** Leah Weiner, Ed.D

Conference D









immediately implement in your program.

#### T306: Cultural and Diversity **Understanding through International** Service

**Cedar Wolf, Field Based Regional Peace Corps Recruiter, Peace Corps** 

**Conference B** 



Cultural competency training seeks to provide participants with an insight into how cultures differ. It is the ability to work across cultures through an instilled understanding of communication and working styles and is a critical skill for anyone working either internationally or in a multicultural environment.

### October 14

#### Session D: 10:45am-12:15pm

#### W101: Setting Up Trauma Informed **Volunteer Programs**

Matthew Bennett, MBA, MA, Chief **Innovation Officer, Coldspring Center for Social & Health Innovation** 

**Conference A** 



Building upon the Keynote Address, this workshop will lay out the programmatic consideration leaders can utilize to ensure their volunteers are prepared and supported in their work. The great news is that a program in line with trauma informed principles also promotes engagement and quality. In addition, and maybe most importantly, volunteers who understand the impact of trauma and the dynamics of post-traumatic growth can serve as important advocates and change agents by spreading this knowledge to their families, friends, and communities.

#### W102: Skill Match- Engaging Volunteer Skills

Kristy Judd, Director, Metro Volunteers Conference D

This workshop will share knowledge and tools for Volunteer Directors and Senior Program Managers to engage skilled volunteers. We will focus on the retired Boomer generation, corporate employees, job seekers, and millennials.

#### W103: Embracing an Attitude of **Abundance- Doing More with More!**

Moderator: Vicki Leigh, American Forest Foundation. Panelists: Jennifer Anderson, **Chatfield State Park: Alice Plant. Volunteers** for Outdoor Colorado; Amanda Hatfield, **Boulder County Parks and Open Space: Garrett Hanks, Trout Unlimited; Jarret Roberts, Wildlands Restoration Volunteers** 

Foss Auditorium







Join a panel of leaders in the field of volunteer engagement as they discuss ideas around understanding that organizations already have everything they need to achieve their organizational goals simply by tapping into resources available to them—most notably the skills and passions of their volunteers, advocates, donors, partners, and community. These leaders see that success is not about "doing more with less"; rather, it's about "doing more with more".

#### W104: Navigating Staff and Volunteer Relationships

Mark W. Smith, Volunteer Resources Manager, Project Angel Heart

Conference C



Navigating the terrain between staff and volunteers can be hazardous. In this workshop, come explore strategies and methods to strengthen the relationships between staff and volunteers.

#### W105: Large Groups- the Everest of **Volunteer Management**

**Bradley Gulley, Director of Volunteer Services, Volunteers of America** 

Baker Classroom



This session will cover the best practices in working with large groups of volunteers and episodic volunteering. We will discuss how to gage what your organization can handle, the most common challenges and how to overcome them, and how a good plan leads to a successful event.

#### W106: Mobilizing a Community to Ignite a Culture of Volunteerism

Ali Ayres, MBA, District Volunteer Services, **Douglas County Libraries** 

**Conference B** 



With Douglas County Libraries as the lead, a county came together to collaborate and instill lifelong values of volunteerism among its residents. They accomplished this with a custom-designed, one-stop, online shopping source matching organizations and volunteers. Volunteer Connect Douglas County (VolunteerConnectDC.org) encourages residents to find their passion while volunteering. The project succeeded despite community skepticism and red tape. This is civic engagement and project management at its best and this workshop will show you how you can do it too!

#### Session E: 1:30pm-3:00pm

#### W201: Everything I Learned about **Guiding a Team I Learned While Whitewater Rafting**

**Bruce Cline, retired State Program Director Corporation for National and Community** Service

**Conference D** 





Guiding teams involves leadership, training, communication, safety-consciousness, selfawareness, knowledge of organizational environment, and more. Learn how to keep

your head above water while we talk about important concepts of team guidance from the perspective of Colorado's ultimate team sport: whitewater rafting. Ability to swim is NOT required.

#### W202: Self-Care for the Volunteer Manager

Bobbie D'Addario, My Soul Works

Conference B



Volunteer Managers share some special attributes. They are generally very in tune with others, good at evaluating both the needs of the volunteer and the organization, uncovering talents, availability, and usefulness to the organization. As is the case with many caregivers however, what is lacking much of the time is self-care. This workshop will help volunteer managers to become more aware of how to handle stress, create balance, communicate better with others, and in turn become better managers.

#### W203: "Nothing About Me Without Me": **Strategies for Engaging Youth**

Linda Fuller, master trainer, retired Girl Scouts of Colorado: Liscenia Jimenez. sophomore, George Washington High School's Patriot Pairs mentoring program

Conference C





Rarely are youth given opportunities to make decisions and to participate in significant ways in the political and social arenas that concern them. Many find that it's because it's difficult to let go and let them. Here's an opportunity to discuss and explore ways to more effectively engage youth in their own lives and future.

### **W204: Leveraging Volunteer Talent for Organizational Change**

Beth Steinhorn, President, JFFixler Group

Conference A



It's a changing world and, while many traditional volunteer management strategies are no longer effective, today's volunteers want to help organizations pilot new ways to achieve their mission. Explore how shifting trends affect volunteerism and learn how volunteers can lead innovations to move your organization forward.

### W205: It's Worth It! Engaging Families & Teens in the Volunteer Experience

Sheryl Kippen, Cultural History Program
Coordinator, Boulder County Parks and
Open Space; Angela Caudill, CVA, Manager
of Volunteer Services, Children's Museum
of Denver; Wesley Jones, Coordinator of
Volunteers for Health Sciences, Denver
Museum of Nature and Science; Natrisha
Bayer, Coordinator of Volunteers for
Education Programs, Denver Museum of
Nature and Science

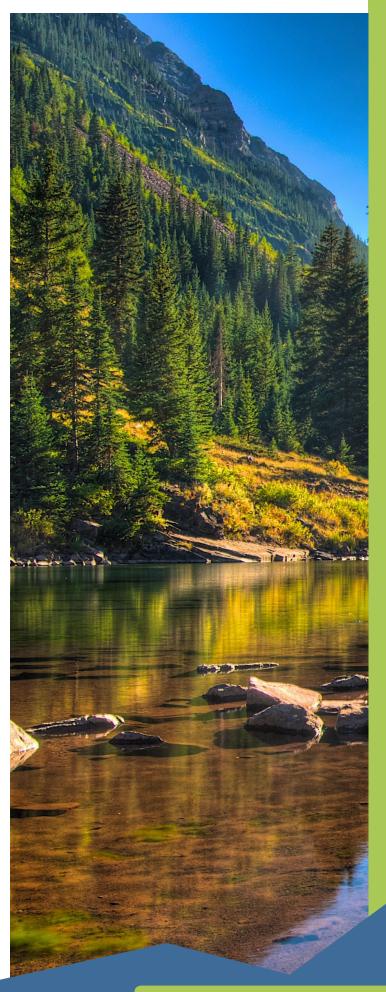
Foss Auditorium 

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Presenters will discuss ways their institutions' programs involve families and/or youths as volunteers. What rules do they have for working with these groups; what are the joys and surprises of these volunteer groups; what are some challenges? Learn from one another about how to effectively engage youth as volunteers.

# W206: Tapping Corporate Resources Susan Hyatt, Big Purpose Big Impact Baker Classroom

In this session we will develop a strategy for developing business relationships to access needed resources to support your work. Learn the five biggest mistakes to avoid when approaching companies, how to identify high potential business prospects and crafting your case for support to make your ask stand out.



### 2016 Education Calendar

Jan 14th, 10am - 11:30am • Creating Buy-In with Staff (It's Possible!)

**Feb 11th, 12pm - 2pm** • How to Create a First-Rate Newsletter

Mar 10th, 3pm - 4:30pm • It's Tough to Let Go - The Art of Delegating

Apr 14th, 10am - 11:30am · Lead Volunteers - Taking it up a Notch

May 12th, 12pm - 2pm • Engaging Faith-Based Communities: A Panel Discussion

Jun 9th, 3pm - 4:30pm · When to Call an Expert

Jul 14th, 10am - 11:30am • Service Learning: Meaningful Volunteer Opportunities for School Groups

Aug 11th, 12pm - 2pm • Addressing Risk While Still Having Fun

Sep 8th, 3pm - 4:30pm • Unique Ways to Get Your Message Out: Telling Your Story

Nov 10th, 10am - 11:30am • Bah Humbug! Last Minute Holiday Requests: Keeping Your Sanity

THE COLORADO CONFERENCE

ON VOLUNTEERISM



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# ReWork



### **Committee Members**

#### **Dovia Colorado Board Member**

Evan Rose Goodwill Industries of Denver (Conference Chair)

Bradley Gulley Volunteers of America **Emily Dobish History Colorado** Sarah Christian Lifetime Volunteer Cassandra Noble **Greeley Public Schools** 

Carrie Olenick Volunteers of America

Carol Thompson **Boulder County** 

Brianna Doby Positive Rhetoric LLC Michelle Fuller Philanthropy Field Trips Erika Nelson The Action Center

#### **Program Committee**

Angela Caudill Children's Museum of Denver Marsico Campus (Chair) Rachel Hautzinger Children's Museum of Denver Marsico Campus (Co-Chair) Program Designer - Children's Museum of Denver Volunteer Jeffrey Lowther

Patti Wright City of Westminster Carol Thompson **Boulder County** 

Michelle Fuller Philanthropy Field Trips Erika Nelson The Action Center

Goodwill Industries of Denver Evan Rose

Thank you to everyone who helped make this conference possible!



DOVIA Thanks You for Your Dedication to the Profession of Volunteer Engagement