



Serve Illinois Commission
815 E Monroe
Springfield, IL 62701

Please join us for the 2011 Illinois Conference on Volunteer Administration (ICOVA)

August 12—Chicago

Greater Expectations

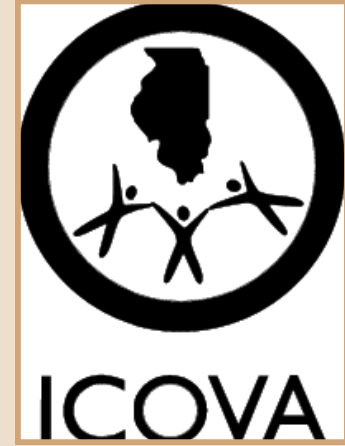
Greater Needs

2011 Conference

Friday, August 12, 2011

8:30 a.m. – 4:30 p.m.

Metcalfe Federal Building
77 West Jackson Boulevard
Chicago, Illinois



**Illinois Conference on
Volunteer Administration**



Keynote Speaker

Kaira Esgate

Kaira Esgate serves as the Executive Director of Reimagining Service, a national multi-sector coalition dedicated to converting good intentions into greater impact through increased volunteer management capacity nationwide. Kaira

has nearly 15 years experience working in the government and nonprofit sectors.

Prior to her current position, Kaira was a staff member for more than a decade at CaliforniaVolunteers – the state service commission. During her tenure with CaliforniaVolunteers, Kaira served in a variety of roles, including overseeing the agency's program development and grant-making activities, leading planning efforts with the service and volunteering field, developing/launching the CaliforniaVolunteers brand and award winning CaliforniaVolunteers.org website, and most recently as Chief of Staff. In her role as Chief of Staff, Kaira coordinated the agency's work with the Governor and First Lady's offices, provided strategic counsel to the nation's first Cabinet-level Secretary of Service and Volunteering, managed the activities of the 25-member CaliforniaVolunteers Commission, and led the agency work on national service policy and appropriations.

Kaira is an honors graduate of the University of Oregon and serves as a board member of the Association of State Service Commissions (ASC).

Key Highlights

- **Cost of Attendance is FREE (lunch is not provided & not included with admission)**
- **Space is limited: First come, first served!**
- **Online registration is highly suggested and is available now at <http://www.icova.info/>**
- **16 Workshops to Choose From; 11 at the Intermediate or Advanced Level**

Continuing Education Units

CEUs will be available for \$20 at the time of registration

They will be awarded by Prairie State College in:

Licensed Professional Counselor (LPC) , Licensed Clinical Professional Counselor (LCPC), Social Workers (LCSW) , Teacher - Learning

Standard 9 - Collaborative

Conference Schedule

8:30 a.m. Registration

**9:00 a.m. General Session
Keynote Speaker**

Kaira Esgate, Executive Director, Reimagining Service

10:00 a.m. Session One Workshops

1A. "Tap into Experience:"– Effective Use of 50+ Skilled Volunteers

Donna Pezzuto, CJE SeniorLife, Intermediate

Non-profits are not accessing an available abundant resource that could fulfill their most critical needs - age 50+ volunteers. This workshop addresses why non-profits are not able to tap into this group and some of the steps needed for change. It describes the "TIE" program and benefits of participation.

1B. Quality Assurance– the "Holding On" and "Letting Go" of Volunteers

Michelle Vos, Volunteer Coordinator, National Runway Switchboard, Basic

Attendees will learn what procedures need to be in place before recruitment can begin, as well as what processes are best used in selecting and fostering an excellent corps of volunteers who are diverse in age, gender, and race. Firing a volunteer isn't something anyone wants to see happen, but is sometimes necessary to maintain quality. Participants will take away practical tools that can be tailored to the management of volunteers in their agency.

1C. Volunteerism– Understanding and Creating Value

Montana Butsch, Principal, Cloanthus Consulting, Basic

This workshop would be a look into how to create, sustain, and build a reliable volunteer structure within an emerging non-profit organization.

1D. Engaging and Inspiring Volunteers Through Effective Online

Messaging

Kathy Blair, Suburban Chicago Volunteer Centers, Intermediate

Marketing practitioners will share expert advice about how to use compelling website content to recruit volunteers. Paul Feith of Paul Gregory Media, an award winning media/marketing firm, will share tips for effective messaging that call volunteers to action. LeVern Danley of LAD4Creations will provide instructions to making compelling video testimonials that will inspire and motivate.

1E. High Visibility– High Impact: Building Partnerships for Special Events

Renee Gauchat, Forest Preserve District of Will County, Advanced

Attendees will be able to create the best steering committee, identify the best practices of Special Event Planning and use best practices to recruit, orient, train and place volunteer to staff special events.

11:30

Lunch on Your Own

1:00

Session Two Workshops

2A. Accessing Population Survey Data to Enhance Community Needs Assessments and Grant Applications

*Peter Kamps, Chicago Dept. of Family & Support Services, **Intermediate***

The U.S. Bureau of the Census/Department of Labor Data Ferrett free website and a PowerPoint presentation will describe how trend lines and demographic variables not traditionally available through the U.S Census Bureau can be accessed and used in identifying and presenting community need for volunteer services. Ways to strengthen grant applications during this economic downturn and allocate funding resources more effectively will also be discussed.

2B. Navigating the Corporate Maze

*Jillian Walsh & Jennifer Nowacki, Zurich NA, **Basic or Intermediate***

Need to learn a new vocabulary when dealing with corporate partners? Are you tuned in to the latest developments in corporate responsibility and know if your nonprofit mission is in alignment with corporate foundation goals? Do you have a communications strategy for working with companies that leverages your organization's strengths? Experienced corporate professionals can help you get your non profit/for profit GPS on course.

2C. Connecting to Supporters Through Facebook

*Josh Studzinski, Focused Online Marketing, Inc., **All Levels***

This workshop will provide the attendees with an understanding of how Facebook can help increase their supporters and donors to their Non-Profit. We will discuss how to use Facebook pages, Ads, and more to increase Facebook exposure. The workshop will focus in on key takeaways to implement into each attendees' non-profit.

2D. Leveraging Student Volunteers to Help People Without Lawyers in the Judicial System

*Carina Segalini, Danielle Hirsch, Katie Anderson, & Brandon Williams, Illinois Justice Corps, Circuit Court, John Marshall Law School, Chicago Bar Association, **Basic***

This session will examine the creation of the Illinois JusticeCorps program—which is a collaboration between the legal community, law schools, legal aid organizations and the Circuit Court of Cook County to recruit, train and supervise students in order to provide legal information and assistance to people without lawyers in the judicial system. This innovative program is a great, cost effective example of developing partnerships and leveraging untapped resources through student volunteers.

2E. Mastering the Art of Balancing Benefits for Volunteers and Your Organization

*Wendy Neuert, Rosie Drumgoole, & Thomas Toney, Chicago Cares, **Advanced***

This workshop will cover how to make your volunteer needs both educational and engaging for volunteers as well as truly beneficial for your organization without making more work for yourself. We will talk about when to say "no" to volunteers and also how to think long-term about using volunteers to build the capacity of your organization.

2F. Laugh For Your Health

*Kathy O'Brien, RN & Certified Laugh Leader for Laughter Sessions, **All Levels***

Laughter is one of the easiest to practice anti-stress measures, it is empowering and tension-releasing. This session will provide research on laughter and humor, physical benefits, psychological benefits and easy ways to improve your laugh quotient.

2:45 Session Three Workshops

3A. Year Round Volunteer Recruitment Using Your Website and Social Media

*Daniel Bassil, President, Tutor Mentor Connection, **Intermediate***

Attendees will learn of on-line resources where they can post volunteer wanted opportunities and learn how to use blogs, video, and social networking to increase attention and volunteer interest in their organization. Specific strategies used by the Tutor/Mentor Connection will be shared.

3B. The Pareto Principle

*Peggy Kozy, **Intermediate***

Understanding the needs of any organization requires assessment. The Pareto Principle is just one method of finding the synergy within the multiple levels of your group. Understanding what your workers are thinking will help you to identify what THEY understand is important and how that can make your organization stronger and more efficient.

3C. Leveraging the Strategic Value of Volunteer Programs

*Chris Smith, Christopher Campbell, & Antoine Colonna d'Istria, Hands on Suburban Chicago, **Intermediate or Advanced***

Attendees will be able to identify ways pro bono and traditional volunteers have helped transform organizations, make dollars go further and increase the value of volunteer programs to attract more community partners and funders. Examples of how to expand existing relationships and strategically leverage volunteer support to "do more with less" will be shared.

3D. Community Outreach: Recruitment of Partners and Volunteers

*Christy Beighe-Byrne, Chicago Youth Centers, **Intermediate***

In this workshop, participants will leave with concrete methods of actively engaging and retaining quality partners, volunteers, constituents, and potential donors.

3E. Getting Staff to Manage Volunteers (So YOU Can Manage the Volunteer Program!)

*Beth R. Lye, Coordinator of Volunteer Resources, WINGS Program, **Intermediate***

In this workshop we identify 10 common reasons why your staff members are reluctant to work with volunteers and solutions to address (or avoid!) each of them. Included in this session are stories of "real life" situations, practical tools to help you do your job, and some conversation about the true role of the Volunteer Manager within an organization.

Downtown Chicago

Lunch

Lunch will be on your own. There are several lunch options inside the Metcalfe Building or within a short walking distance. We recommend you make your plans prior to the lunch break to allow ample time.

Suggestions for Lunch:

Inside the Metcalfe Building

Grillers, Inc.

Panda Express

Subway

Robinson's No. 1 Ribs

Within Walking Distance of the Metcalfe Building

Arby's– 20 E. Jackson (3 min walk)

Cavanaugh's Bar & Restaurant– inside the Monadnock Building, 53 W. Jackson St. (1 min walk)

Harry's Sandwiches- 336 S. Dearborn (3 min walk)

Jimmy John's– 249 S. State St. (3 min walk)

La Cocina– 11 W. Jackson Blvd. (2 min walk)

Plymouth's Restaurant– 327 S. Plymouth Ct. (3 min walk)

Hotel Accommodations

There are many hotels in the downtown area. Below are a few options that are a short taxi ride away from the Metcalfe Building, but feel free to explore the various other options the city has to offer.

Club Quarters– 111 W. Adams St.– 312-214-6400

Hotel Burnham– 1. W. Washington St.– 312-782-1111

The Palmer House Hilton Hotel– 17 E. Monroe St.– 312-726-7500

La Quinta Inn & Suites Chicago Downtown– 1 South Franklin– 312-558-1020

Congress Plaza Hotel– 520 S. Michigan Ave.– 312-427-3800



Parking

Parking is available on Federal between Jackson and Van Buren. Parking for the day is \$29.

Reduced parking for \$16 is available at 17 E. Adams Garage (Adams/Wabash - see online registration for more details)