Annual Meeting
December 6th 2023
Today’s Agenda

- Call to Order
- Welcome and Introductions
- 2024 Board of Directors
- Committee Reports
- Invitation to Engage
- Questions & Open Forum
- Announcements & Upcoming Events
- Meeting Adjournment
Meeting Hosts

Michelle Raymer, CVA
AL!VE President

Cathay Thoma, CVA
AL!VE President Elect

**Mission**
AL!VE serves to enhance and sustain the spirit of volunteering by fostering collaboration and networking, promoting professional development, and providing advocacy for leaders in community engagement.

**Vision**
The essential professional resource and advocate for those who engage, motivate, and celebrate volunteers and their vital contributions to our society.
2023 Board Development Committee

- Cathy Thoma
- Michelle Raymer
- Darlene Laird
- Rebeccah Verhoff-Kiss
- Alicia Morris Campbell
- Faiza Venzant
- Tim Suda
# Your 2024 Board of Directors

## Executive Committee
- Cathy Thoma, CVA—President
- Darlene Laird, CVA—President Elect
- Christi Brown, CVA—Treasurer
- Wendy McClure, CVA—New! - Secretary
- Ashley Rieser, CVA—VP of Membership
- Jordanya Reeves, CVA—VP of Programs
- Alicia Morris Campbell, CVA—VP of Advocacy
- Chris Woods—VP of Marketing
- Jenn Forristal, CVA—Equity Leader

## Board Members at Large
- Carol Ayars, CVA
- Shelli Beck, CVA
- Grace Belizario, CVA—New!
- Julie Booth, CVA
- Mark Heffner, CVA—New!
- Amy Pinger, CVA—New!
- Amanda Schmierer, CVA
- Allison Schwartz
- Rebeccah Verhoff-Kiss, CVA
- William Webber, CVA—New!
Atlantic
Carol Ayars
Grace Belizario
Christi Brown
Mark Heffner
Wendy McClure
Ashley Reiser
Allison Schwartz
William Webber
Chris Woods

Upper West
Amanda Schmierer

Midwest
Amy Pinger

South Central
Jordanya Reeves

South East
Darlene Laird
Nicole Smith

Great Lakes
Shelli Beck
Julie Booth
Alicia Morris Campbell
Cathy Thoma
Rebeccah Verhoff-Kiss

Regions
- Pacific
- Upper West
- Great Lakes
- Atlantic
- Mountain
- Midwest
- South Central
- South East
Leadership Accomplishments
2023 Board

- Hosted a 2023 Board Retreat and Strategic Planning Session
- Continued to strengthen succession planning for board recruitment and future sustainability
- Developed a Service Enterprise Advisory Committee and implemented action items from SE Proposal
- Finalized VEP job leveling project and launched planning of advocacy for inclusion of VEP in DoL occupational handbook
2024 Board Leadership Goals

- Publish a new Strategic Plan for 2024-2028
- Develop a succession planning committee to address staffing needs as our association grows.
- Develop a conference exploratory committee to determine the feasibility of an in person conference in 2025.
- Publish the results of the Career Pathways Survey.
- Advocate for an occupation code for volunteer engagement professionals in the Department of Labor listings.
HR & Policy

Secretary, Nicole Smith, CVA
Secretary
HR & Policy Committee

Wendy McClure, CVA
Incoming Secretary
HR & Policy Committee
### HR & Policy Report

#### 2023 Accomplishments
- Conducted annual review of policies, procedures, bylaws and position descriptions.
- Developed and launched Volunteer Recognition Program
- Created documentation for AL!VE's volunteer onboarding process

#### 2024 Goals
- Onboard new Secretary
- Development and launch of volunteer welcome video
- Review and streamlining of volunteer recruitment / placement process
- Conduct annual review of policies, procedures, bylaws and position descriptions
Secretary’s Report

Thank you to Committee members:

- Alicia Morris Campbell
- Hannah Sell
- Karen Stolt
- Katelyn Noble
- Nicole R. Smith
- Wendy McClure
Marketing

2023 Marketing Committee

- Shelli Beck
- Yvonne Dunphee
- Sarah Short
- Bekah Aisnebrey
- Adrienne Polumbo
- Noni Virani
- Jade Mizzell

Chris Woods
VP Marketing
98% of members feel that ALIVE keeps them adequately informed of programming

- 92% of members say our website is useful in keeping them informed
- 81% of members say our newsletters are useful in keeping them informed
Marketing Report

Special Projects

● First-Ever Annual Report
● AL!VE Business Cards
● Created AL!VE T-Shirts and Stickers
● AL!VE Benefits One-Pager
● Website and Newsletter enhancements
2024 Goals and Objectives

- Align our branding with AL!VE DEI standards
- Continue to enhance AL!VEs mission and drive memberships through special initiatives
- Continue to develop a stronger presence on our social media
Membership

2023 Membership Committee
- Jared Peer
- Allison Schwartz
- Dana Litwin
- Karen Henry
- Yvonne Dunphee
- Carol Ayars

Ashley Rieser
VP of Membership
Membership Report
2023 Survey Results

Survey Participants are engaged...

- **90%** would be or might be interested in an AL!VE national in-person conference
- **65%** have participated in an AL!VE Academy
- **64%** have joined an AL!VE Community of Practice
- **63%** have utilized AL!VE resource web pages or the ALIVE calendar
Membership Report
2023 Survey Results

Survey Participants involvement...

- 92% have visited the AL!VE website in the past two months
- 51% read all of the AL!VE newsletter
- 83% would be or might be interested in volunteering with AL!VE
- 60% are already volunteering with AL!VE
Please share the importance of each membership benefit. One selection per row.
What professional development opportunities would you like AL!VE to offer in the coming year?

88 responses

- Presenter/Trainer Boot Camp: 59 (67%)
- Consultancy 101: 43 (48.9%)
- Measuring and Reporting Impact: 35 (39.8%)
- Telling Compelling Stories: 37 (42%)
- Securing Leadership Buy-in: 28 (31.8%)
- Other/Free Format: 28 (31.8%)
- Marketing/Messaging Trainings: 25 (28.4%)
- How to Do a Logic Model: 22 (25%)
- Strategic Planning Around Strategic Outcomes: 22 (25%)
- Resources for Brand New Volunteers: 9 (10.2%)
## Membership Report

### Accomplishments & Goals

<table>
<thead>
<tr>
<th>2023 Accomplishments</th>
<th>2024 Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>- 9 member webinars and 4 member socials</td>
<td>- Redesign member webinars and socials</td>
</tr>
<tr>
<td>- 200 + new members contacted</td>
<td>- Implement process to reconnect with lapsed and/or dropped members</td>
</tr>
<tr>
<td>- Pay-what you can with option for the public to donate funds rolled out in 2023</td>
<td>- Increase outreach to partner organizations</td>
</tr>
<tr>
<td>- New membership dues rolled out</td>
<td>- Identify and develop member information on website</td>
</tr>
<tr>
<td>- Outreach to potential new members via conferences and CCVA</td>
<td>- Research additional models and enhance pay what you can option</td>
</tr>
<tr>
<td>- AL!VE Ambassador Program was developed to roll out in 2024</td>
<td>- Develop an outreach plan to states with low membership numbers</td>
</tr>
</tbody>
</table>
## Local Associations

### 2023 Accomplishments
- Updated Local Associations Listing on website
- Facilitated 3 Communities of Practice
- 4th Annual Summit for Local Associations
- Mentored 2 Local Associations
- Added two new committee members

### 2024 Goals
- Develop list of speakers for Local Associations - partner with Boot Camp graduates
- Present 3 COP’s
- 5th Summit of Local Associations
- Update Handbook and research/add more resources
Membership Report
Local Associations

Thank you to Committee members:
● Mary Lynn Perry
● Jennifer Thompson
● Tim Suda
● Amanda Schmierer
● Gretchen Jordan
● Chris Rechsteiner
● Ashley Rieser
● Jerry Pannozzo
Programs & Advocacy

2023 Committee members

- Monica Jasso
- Paula Allen
- Rebeccah Verhoff-Kiss
- Emilie Bromet-Bauer
- Jordanya Reeves
- Rose Tocchini
- Kim Soto
- Megan Vixie
- Sarah Sukhram
- Julie Booth
- Jennifer Thompson
- Meagan Patterson
- Gretchen Jordan

Darlene Laird, CVA
VP of Programs & Advocacy
Programs and Advocacy

2023 Community of Practice Facilitators:

- Kristie Nardini
- Marcelle Austin
- Rose Morgan
- Sarah Sukhram
- Kathy Cahill
- Manny Moreno
- Val Parker
- Elizabeth Garrabrant
- Marie Howell
- Sheri Burke
- Suzan Czaplicki
- Meagan Patterson
- Yvonne Dunphe
- Holly Payne
- Cindy Perreira
- Brandy Tolbert
- Wendy McClure
- Jenn Forristal
- Paula Allen
- Carol Ayars
- Anna Brandt
- Brittany McGarry
- Julie Booth
- Christina Basey
- Shelli Beck
<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>COMMUNITIES OF PRACTICE</td>
<td>19</td>
</tr>
<tr>
<td>ACTIVE</td>
<td></td>
</tr>
<tr>
<td>CVA STUDY GROUP</td>
<td>14</td>
</tr>
<tr>
<td>NEW CVAs</td>
<td></td>
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<tr>
<td>AL!VE ACADEMY</td>
<td>727</td>
</tr>
<tr>
<td>REGISTRANTS</td>
<td></td>
</tr>
<tr>
<td>PRESENTER BOOTCAMP</td>
<td>24</td>
</tr>
<tr>
<td>PARTICIPANTS</td>
<td></td>
</tr>
</tbody>
</table>
2023 Impact Award Winners

Keita Cole, CVA
Sarah Sukhram, CVA
Olivia Osborne, CVA

Allyson Drinnon, CVA
Mary Lynn Perry, CVA
Muriam Nafees

thank you to our award sponsor Better Impact
SAVE THE DATE

Our 10th Annual Hybrid Conference will be October 22 & 23, 2024

Theme announced in February!
# Programs & Advocacy Committee

<table>
<thead>
<tr>
<th>Programs Committee</th>
<th>Advocacy Committee</th>
</tr>
</thead>
<tbody>
<tr>
<td>● AL!VE Academies</td>
<td>● CVA Study Group</td>
</tr>
<tr>
<td>● Communities of Practice</td>
<td>● Professional Standards</td>
</tr>
<tr>
<td>● Presenters Bootcamp</td>
<td>● Job Leveling</td>
</tr>
<tr>
<td>● Mentor Program</td>
<td>● Awards</td>
</tr>
<tr>
<td>● Hybrid Conference</td>
<td>○ Impact Awards</td>
</tr>
<tr>
<td></td>
<td>○ Lifetime Achievement</td>
</tr>
<tr>
<td></td>
<td>● Partnerships &amp; Collaboration</td>
</tr>
<tr>
<td></td>
<td>● Research Development</td>
</tr>
</tbody>
</table>
NEW for 2024
Advocacy Committee

Members

Legislative

Profession

Partnerships & Collaboration
2024 Goals

**Programs**

- Explore need, opportunities, and interest for national in-person professional development or AL!VE conference track

- Investigate and create a resource or toolbox for new Volunteer Engagement Professionals such as training and/or templates

**Advocacy**

- Determine strategy, procedures, and implementation plan for the new Advocacy Committee

- Advocate for inclusion of Volunteer Engagement Professionals with Department of Labor

- Release Career Pathways guide with accompanying template Volunteer Engagement Professional position descriptions
Christi Brown, MHA, CVA, CAVS, CDVS
Treasurer

Treasurer’s Report

2023 Finance Committee
- Rebeccah Verhoff Kiss
- Lori Pilley
- Elizabeth Soch
- Michelle Raymer
- Cathy Thoma
- Mari Reyes
## Treasurer’s Report

### 2023 Accomplishments
- Fiscal management & practices
- Fully engaged with CPA firm
- Established development sub-committee
- New committee members

### 2024 Goals
- Defined Plans & Goals for Sponsorships and Grant Opportunities
- Prepare & Transition for Manager Retirement
- Continued fiscal diligence (new revenue streams and cost saving opportunities)
## Treasurer’s Report - INCOME

<table>
<thead>
<tr>
<th>INCOME</th>
<th>2023 Budget</th>
<th>2023 Actual (YTD Oct)</th>
<th>Budget Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations (Board &amp; General)</td>
<td>$2,810</td>
<td>$1,344</td>
<td>($1,466)</td>
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<tr>
<td>Partnerships/grants &amp; sponsorships</td>
<td>$2,000</td>
<td>$1,897</td>
<td>($103)</td>
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<tr>
<td>Webinars</td>
<td>$300</td>
<td>$0</td>
<td>($300)</td>
</tr>
<tr>
<td>Memberships (Individual/Orgs/Local Associations)</td>
<td>$34,000</td>
<td>$31,083</td>
<td>($2,917)</td>
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<tr>
<td>Hybrid Conference</td>
<td>$7,500</td>
<td>$8,555</td>
<td>$1,055</td>
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<tr>
<td>Administrative Fees</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$0</td>
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<tr>
<td>Service Enterprise</td>
<td>$115,680</td>
<td>$54,300</td>
<td>($61,380)</td>
</tr>
<tr>
<td>Interest Income</td>
<td>$0</td>
<td>$85</td>
<td>$85</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$163,290</strong></td>
<td><strong>$98,264</strong></td>
<td><strong>($65,026)</strong></td>
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</table>
# Treasurer’s Report - EXPENSES

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>2023 Budget</th>
<th>2023 Actual (YTD Oct)</th>
<th>Budget Variance</th>
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<tbody>
<tr>
<td>Executive</td>
<td>$6,460</td>
<td>$6,713</td>
<td>($253)</td>
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<tr>
<td>Finance</td>
<td>$5,050</td>
<td>$4,957</td>
<td>$47</td>
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<td>HR</td>
<td>$33,000</td>
<td>$24,166</td>
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<tr>
<td>Marketing</td>
<td>$6,600</td>
<td>$6,591</td>
<td>$9</td>
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<tr>
<td>Membership</td>
<td>$400</td>
<td>$39</td>
<td>$361</td>
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<tr>
<td>Programs</td>
<td>$4,300</td>
<td>$1,503</td>
<td>$2,797</td>
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<tr>
<td>Technology</td>
<td>$6,395</td>
<td>$4,192</td>
<td>$2,203</td>
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<tr>
<td>Service Enterprise</td>
<td>$161,680</td>
<td>$72,792</td>
<td>$88,888</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$223,885</strong></td>
<td><strong>$120,953</strong></td>
<td><strong>$102,932</strong></td>
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</table>
## Treasurer’s Report

### YTD Variance

<table>
<thead>
<tr>
<th>2023 ACTUALS (YTD OCT)</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL INCOME</td>
<td>$98,264</td>
</tr>
<tr>
<td>TOTAL EXPENSES</td>
<td>$120,953</td>
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<tr>
<td>Variance</td>
<td>($22,689)</td>
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</table>
# Treasurer’s Report

## Statement of Financial Position

**As of October 31, 2023**

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Current Assets</td>
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<tr>
<td>Bank Accounts</td>
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<tr>
<td>Business Market Rate Savings (9932)</td>
<td>63,811.69</td>
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<tr>
<td>Initiate Business Checking (7160)</td>
<td>25,905.18</td>
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<tr>
<td>PayPal</td>
<td>268.06</td>
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<tr>
<td><strong>Total Bank Accounts</strong></td>
<td><strong>$89,984.93</strong></td>
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<tr>
<td>Total Current Assets</td>
<td><strong>$89,984.93</strong></td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$89,984.93</strong></td>
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</tbody>
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<table>
<thead>
<tr>
<th>LIABILITIES AND EQUITY</th>
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<tbody>
<tr>
<td>Liabilities</td>
<td></td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td></td>
</tr>
<tr>
<td>Equity</td>
<td></td>
</tr>
<tr>
<td>Opening balance equity</td>
<td>60,728.90</td>
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<tr>
<td>Retained Earnings</td>
<td>52,666.43</td>
</tr>
<tr>
<td>Net Revenue</td>
<td>-23,410.40</td>
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<tr>
<td><strong>Total Equity</strong></td>
<td><strong>$89,984.93</strong></td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND EQUITY</strong></td>
<td><strong>$89,984.93</strong></td>
</tr>
</tbody>
</table>
## Thank you to our Donors

<table>
<thead>
<tr>
<th>Cash Donors</th>
<th>In Kind Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ashley Rieser</td>
<td>Dana Litwin</td>
</tr>
<tr>
<td>Rebeccah</td>
<td>Barbara Hutcherson</td>
</tr>
<tr>
<td>Verhoff-Kiss</td>
<td>Erick Lear</td>
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<tr>
<td>Shawn Reid</td>
<td>Shawn Reid</td>
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<tr>
<td>Andrew Haukebo</td>
<td>Jenny Hymans</td>
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<tr>
<td>Alison Schwartz</td>
<td>Andrea Hill</td>
</tr>
<tr>
<td>Christi Brown</td>
<td>Gretchen Jordan</td>
</tr>
<tr>
<td>Michelle Raymer</td>
<td>Jason Frenzel</td>
</tr>
<tr>
<td>Cathy Thoma</td>
<td>Amy McLeer</td>
</tr>
<tr>
<td>Darlene Laird</td>
<td>T Campbell</td>
</tr>
<tr>
<td>Julie Booth</td>
<td>Alison Schwartz</td>
</tr>
<tr>
<td>Wendy Johnson</td>
<td>K Sterner</td>
</tr>
<tr>
<td>Grace Marie Belizario</td>
<td>Tim Suda</td>
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<td></td>
<td>Dana Litwin</td>
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<td>Alicia M Campbell</td>
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<td>Megan Vixie</td>
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<td></td>
<td>Traci Lato-Smith</td>
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<td></td>
<td>Kayla Paulson</td>
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<td></td>
<td>Better Impact</td>
</tr>
<tr>
<td></td>
<td>Christi Brown</td>
</tr>
</tbody>
</table>
Amanda Schmieri, CVA

DEAI Committee
- Amanda Schierer
- Jenn Forristal
- Alli Zuel
- Angelique DeLuz
- Lisa Mooney
- Noni Virani
- Aliya March
## DEAI 2024

### 2023 Accomplishments
- Amplify BIPOC & LGBTQIA+ voices at monthly Board meetings.
- Provided assistance in ensuring DEAI perspective for information on the Annual Hybrid Conference.
- Identified what was needed to take steps bringing the DEAI subcommittee into its own committee.
- Explored consultant support to broaden DEAI communication and educational initiatives.

### 2024 Goals
- Collaborating on the Hybrid Conference and program developments to ensure there is DEAI perspective.
- Reframing of roles and hierarchy within DEAI w/ potential review/change of ALIVE bylaws to allow for more inclusive roles & less patriarchal structures.
- Supporting the annual MAVA Dismantling Inequalities Conference by planning a budget that supports sending a representative from the DEAI committee.
- Work across all lines to develop and implement an equity lens that is used across ALIVE.
- Revisit the AL!VE DEAI statement to acknowledge DEAI is a journey we are currently on.
Career Pathways Survey

Career Pathways Committee

- Megan Vixie
- Cathy Thoma
- Alicia Morris Campbell
- Michelle Raymer
Career Pathways Survey: By Region

The map illustrates the percentage distribution of career pathways by region across the United States. The states are color-coded to represent different regions:

- **Pacific**: WA, OR, CA, NV, AZ, ID
- **Upper West**: MT, WY, CO, UT, NM, ND, SD, NE, IA, KS, MO, OK, AR, TX, LA, AL, MS, TN, KY, WV, VA, NC, SC, GA, FL, DE, MD, DC, NJ, RI, VT, WI, MI, OH, PA, NY, NJ, DE, DC, MD, VA, WV, NC, SC, GA, FL, DE, MD, DC, NJ, RI, VT, WI, MI, OH, PA, NY, MN, IA, IL, IN, OH, MI, WI, IL, IN, OH, MI, WI, IL, IN

The percentage values indicate the distribution of career pathways in each region:

- **15%**: CA, NV, UT, AZ, NM, CO, WY, MT, ID, ND, SD, NE, IA, KS, KS, MO, OK, AR, TX, LA, AL, MS, TN, KY, WV, VA, NC, SC, GA, FL, DE, MD, DC, NJ, RI, VT, WI, MI, OH, PA, NY, MN
- **8%**: CA, NV, UT, AZ, NM, CO, WY, MT, ID, ND, SD, NE, IA, KS, KS, MO, OK, AR, TX, LA, AL, MS, TN, KY, WV, VA, NC, SC, GA, FL, DE, MD, DC, NJ, RI, VT, WI, MI, OH, PA, NY, MN
- **5%**: CA, NV, UT, AZ, NM, CO, WY, MT, ID, ND, SD, NE, IA, KS, KS, MO, OK, AR, TX, LA, AL, MS, TN, KY, WV, VA, NC, SC, GA, FL, DE, MD, DC, NJ, RI, VT, WI, MI, OH, PA, NY, MN
- **3%**: CA, NV, UT, AZ, NM, CO, WY, MT, ID, ND, SD, NE, IA, KS, KS, MO, OK, AR, TX, LA, AL, MS, TN, KY, WV, VA, NC, SC, GA, FL, DE, MD, DC, NJ, RI, VT, WI, MI, OH, PA, NY, MN
- **23%**: CA, NV, UT, AZ, NM, CO, WY, MT, ID, ND, SD, NE, IA, KS, KS, MO, OK, AR, TX, LA, AL, MS, TN, KY, WV, VA, NC, SC, GA, FL, DE, MD, DC, NJ, RI, VT, WI, MI, OH, PA, NY, MN
- **25%**: CA, NV, UT, AZ, NM, CO, WY, MT, ID, ND, SD, NE, IA, KS, KS, MO, OK, AR, TX, LA, AL, MS, TN, KY, WV, VA, NC, SC, GA, FL, DE, MD, DC, NJ, RI, VT, WI, MI, OH, PA, NY, MN

This visualization helps in understanding the regional distribution of career pathways across the United States.
Career Pathways Survey
By Organization

Organization Type
- Non-Profit: 80%
- Government: 17%
- For-Profit: 3%

Organization Revenue
- <500K: 24%
- $10M to <$25M: 12%
- >$25M to <$50M: 8%
- >$500K to <$2M: 12%
- >$2M to <$5M: 17%
- >$5M to <$10M: 8%
- >$10M: 20%

Industry Type
- Social Services/Disabilities/Hunger/ Homelessness: 30%
- Health/Mental Health/Wellness: 26%
- Education/Literacy: 10%
- Environmental Services/Sports/Recreation: 9%
- Animal Welfare: 4%
- Arts and Culture: 8%
- Volunteer Centers/State Service: 7%
- Commissions/Capacity Building: 5%
- Public Safety/Emergency Response: 2%
- Local/City/County/State Government: 1%
- Justice/Legal Services: 1%
- Other (please specify): 2%
- Military/Veteran Services: 1%
Career Pathways Survey: By Organization

**Organization Type**
- 80% Non-Profit
- 17% Government
- 3% For-Profit

**Organization Revenue**
- 12% <500K
- 17% $10M to <$25M
- 12% >$25M to <$50M
- 24% >$2M to <$5M
- 8% >$500K to <$2M
- 8% >$5M to <$10M
- 20% >$10M

**Industry Type**
- 30% Social Services/Disabilities/Hunger/Homelessness
- 26% Health/Mental Health/Wellness
- 17% Education/Literacy
- 12% Environmental Services/Sports/Recreation
- 9% Animal Welfare
- 8% Arts and Culture
- 8% Volunteer Centers/State Service
- 5% Commissions/Capacity Building
- 4% Public Safety/Emergency Response
- 3% Local/City/County/State Government
- 2% Justice/Legal Services
- 1% Other (please specify)
- 1% Military/Veteran Services
Career Pathways Survey
The Role

Years of Experience by Career Level

- Entry Level
- Early Level
- Mid Level
- Senior Level
- Executive Level
Career Pathways Survey
The Role

Hours Spent on VE by Career Level

- **Entry Level**: 11.11% 16.67% 44.44% 27.78%
- **Early Level**: 10.71% 25% 33.93% 30.36%
- **Mid Level**: 10.96% 19.74% 28.07% 41.23%
- **Senior Level**: 15.94% 15.94% 34.06% 34.06%
- **Executive Level**: 47.62% 14.29% 23.81% 14.29%

Legend:
- 10-19 hours
- 20-29 hours
- 30-39 hours
- 40 hours
Career Pathways Survey
The Role

<table>
<thead>
<tr>
<th>Career Level</th>
<th>Salary Average Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry Level</td>
<td>$30K-56K</td>
</tr>
<tr>
<td>Early Level</td>
<td>44K-75K</td>
</tr>
<tr>
<td>Mid Level</td>
<td>$47K-74K</td>
</tr>
<tr>
<td>Senior Level</td>
<td>$43K-85K</td>
</tr>
<tr>
<td>Executive Level</td>
<td>$70K-108K</td>
</tr>
</tbody>
</table>
## Career Pathways Survey Insights

<table>
<thead>
<tr>
<th>Org Industry (% of All Respondents)</th>
<th>Holds Ed. Degree</th>
<th>Holds CVA</th>
<th>Related Coursework</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animal Welfare (8%)</td>
<td>82%</td>
<td>46%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Arts &amp; Culture (5%)</td>
<td>81%</td>
<td>48%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Education/Literacy (10%)</td>
<td>94%</td>
<td>44%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Environmental Services/Sports/Recreation (9%)</td>
<td>100%</td>
<td>36%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Health/Mental Health/Wellness (27%)</td>
<td>79%</td>
<td>37%</td>
<td>16%</td>
<td>13% CAVS; 3% HR</td>
</tr>
<tr>
<td>Justice/Legal Services (1%)</td>
<td>100%</td>
<td>33%</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Local/City/County/State Government (2%)</td>
<td>100%</td>
<td>50%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Military/Veteran Services (1%)</td>
<td>100%</td>
<td>100%</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Public Safety/Emergency Response (2%)</td>
<td>100%</td>
<td>64%</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>Social Services/Disabilities/Hunger/ Homelessness (30%)</td>
<td>85%</td>
<td>29%</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>Volunteer Centers/State Service Commissions/Capacity Building (4%)</td>
<td>95%</td>
<td>60%</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>ALL RESPONDENTS</td>
<td>87%</td>
<td>39%</td>
<td>16%</td>
<td></td>
</tr>
</tbody>
</table>
## Career Pathways Survey: Insights

<table>
<thead>
<tr>
<th>Career Level (% of All Respondents)</th>
<th>Holds Educ. Degree</th>
<th>Holds CVA</th>
<th>Related Coursework</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry Level (4%)</td>
<td>83%</td>
<td>17%</td>
<td>0%</td>
</tr>
<tr>
<td>Early Level (12%)</td>
<td>86%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Mid Level (49%)</td>
<td>85%</td>
<td>42%</td>
<td>16%</td>
</tr>
<tr>
<td>Senior Level (30%)</td>
<td>90%</td>
<td>47%</td>
<td>17%</td>
</tr>
<tr>
<td>Executive Level (5%)</td>
<td>95%</td>
<td>38%</td>
<td>24%</td>
</tr>
<tr>
<td>ALL RESPONDENTS</td>
<td>87%</td>
<td>39%</td>
<td>16%</td>
</tr>
</tbody>
</table>
# Career Pathways Survey: Insights

<table>
<thead>
<tr>
<th>Competencies (Ranked 5 out of 5)</th>
<th>Entry Level</th>
<th>Early Level</th>
<th>Mid Level</th>
<th>Senior Level</th>
<th>Executive Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>94%</td>
<td>88%</td>
<td>87%</td>
<td>86%</td>
<td>71%</td>
</tr>
<tr>
<td>Customer Service/Experience</td>
<td>72%</td>
<td>68%</td>
<td>77%</td>
<td>75%</td>
<td>67%</td>
</tr>
<tr>
<td>Recruitment &amp; Onboarding</td>
<td>67%</td>
<td>61%</td>
<td>72%</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td>Ethics</td>
<td>61%</td>
<td>52%</td>
<td>67%</td>
<td>67%</td>
<td>67%</td>
</tr>
<tr>
<td>Relationship Building/Influencing Others</td>
<td>61%</td>
<td>64%</td>
<td>69%</td>
<td>76%</td>
<td>62%</td>
</tr>
<tr>
<td>Record Keeping/Database Management</td>
<td>61%</td>
<td>70%</td>
<td>61%</td>
<td>62%</td>
<td>48%</td>
</tr>
<tr>
<td>Recognition &amp; Retention</td>
<td>56%</td>
<td>61%</td>
<td>62%</td>
<td>63%</td>
<td>67%</td>
</tr>
<tr>
<td>Diversity/Inclusion/Cultural Awareness</td>
<td>50%</td>
<td>52%</td>
<td>50%</td>
<td>51%</td>
<td>57%</td>
</tr>
<tr>
<td>Project Management</td>
<td>45%</td>
<td>56%</td>
<td>52%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Training &amp; Development</td>
<td>54%</td>
<td>61%</td>
<td>48%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decision Making</td>
<td>53%</td>
<td>70%</td>
<td>62%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Speaking</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>57%</td>
</tr>
<tr>
<td>Coaching &amp; Mentoring</td>
<td>48%</td>
<td>61%</td>
<td>52%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Development</td>
<td>45%</td>
<td>62%</td>
<td>52%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Innovation</td>
<td></td>
<td></td>
<td>43%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Career Pathways Survey: Insights

Top 5 Job Responsibilities

**Entry Level**
1. Recruitment
2. Recognition & Retention Strategies
3. Program Coordination
4. Recruitment & Onboarding
5. Database Management & Recordkeeping
6. Communication

**Early Level**
1. Recruitment
2. Program Coordination
3. Training
4. Program Design & Development
5. Recognition & Retention Strategies
6. Volunteer Program Administration

**Mid Level**
1. Recruitment
2. Program Coordination
3. Training
4. Recognition & Retention Strategies
5. Program Design & Development
6. Recruitment & Onboarding

**Senior Level**
1. Recruitment
2. Program Coordination
3. Training
4. Recognition & Retention Strategies
5. Program Design & Development
6. Recruitment & Onboarding

**Executive Level**
1. Training
2. Recruitment
3. Program Design & Development
4. Recognition & Retention Strategies
5. Staff Management
6. Strategy
7. Relationship Building
8. Marketing
Career Pathways Survey

Next Steps

• Compare salary survey data to comparable market data
• Create competencies and definitions to indicate variation of skill for each job level
• Filter data to see trends through various segments (by industry, organization revenue, career level)
• Showcase benefits or opportunities for the VEP
• Provide insights for the VEP and organizations on how to use the data
Service Enterprise
Beyond the Volunteer Engagement Professional

Strengthens capacity through the fundamental & strategic use of volunteers & their skills to address community needs.

Kayla Paulson, CVA
National Service Enterprise Administrator
“Service Enterprise significantly enhanced our team's understanding of the intentional work that it takes to effectively manage a successful volunteer program. It was validating to have more buy-in for processes that ultimately supported our organization's goals to better partner with the community.”
Service Enterprise Volunteers

Thank you for making Service Enterprise better & inspiring future organizations!

- Karmit Bulman
- Rachel Bruns
- Katie Campbell
- Cathy Caples
- Heather Crandall
- Holly Daniels
- Kathy Davis
- Rosie Drumgoole
- Michele Francesconi
- Lauren Finke
- SJ Foltz
- Victoria Grasela
- Lisl Hacker
- Kristy Judd
- Abby Krstulic
- Lynn Lauritzen
- Haley Matherly
- Donna Martin
- Lea Metz
- Katelyn Noble
- Meg Pearson
- Amy Pinger
- Paige Porter
- Polly Roach
- Elizabeth Schwan-Rosenwald
- Adrianna Silver
- Jerome Tennille
- Barbara Thomas
- Faiza Venzant
Alliance for Volunteer Engagement

- Early 2023 launched marketing campaign of research results and talking-point tools from the Summer 2022 Initiative for Strategic Volunteer Engagement (#ISVE) for executive nonprofit leaders and funders: https://strategicvolunteerengagement.org
- Feb. 7th webinar for all audiences "The Future of Strategic Volunteer Engagement"
- June 15th webinar for funders "Maximizing Your Investment through Strategic Volunteerism".
- Oct. 4th webinar "Unlocking the Power of Strategic Volunteer Engagement for Nonprofit Executives"
- Oct. 5th - 6th Alliance Strategic Retreat for Funding Partners; in person, Denver, CO.
- Current Alliance news from Dec. 6th Leadership Team Meeting

Website: all4engagement.com
Email: https://all4engagement.org/contact/

Dana Litwin, CVA
Lifetime Achievement Award

About Katie:

• Katie has left a legacy in our field, as a leader, educator, researcher, author and advocate for volunteer engagement.
• She was the Executive Director for CCVA and laid the foundation of AVA before it became AL!VE
• Katie has left her mark on our profession, countless organizations and more lives than she will know.

Katie Campbell, CVA

THANK YOU KATIE!
Association Manager

Thank you to Gretchen for her hard work this year.

• Traveled 9000+ miles
  • Attended five conferences
  • Visited 7 local associations
  • and many colleagues!

• Gretchen will be retiring at the end of 2024.

• More information in the new year about the search.
Special Thanks to...

Nicole Smith, CVA
Secretary
HR & Policy Committee

Michelle Raymer, CVA
AL!VE President

...for all you have done for AL!VE!
Contact Us

**Website:** volunteeralive.org  
**Email:** info@volunteeralive.org

- Newsletter December 9  
- New COP’s, AL!VE Academies on our calendar and more to be added.
Ways to Donate

AL!VE Fundraising Efforts

► Make a donation
► Purchase a t-shirt

Learn more at:
www.volunteeralive.org/donate
Here’s to 2024!