

Open Horizons
in
Volunteer
Leadership

**Society for Healthcare
Volunteer Leaders
Virtual Education
Conference**

March 22 & 23, 2021

For more information visit
shvlonline.org





Join Us!

SHVL will be going virtual for our annual education conference March 22 & 23, 2021.

We have 2 great days lined up with dynamic and informative speakers.

We will offer networking sessions and our annual meeting will also be held Tuesday afternoon.

Visit shvlonline.org today.

"Never stop learning; for when we stop learning we stop growing." 'Loyal Jack' Lewman

"An investment in knowledge pays the best interest."

Benjamin Franklin

Quick Conference Facts

Registration Fee:

- \$250 visit our website shvlonline.org
- You will receive a Zoom link prior to the session sent via email to the address you provide at the time of registration.

Keynote Speaker

Aaron Davis – Attitude of a Champion

Attitude, mental toughness and the ability to change and adapt quickly are just a few characteristics that all champions possess. Learn first-hand from a member of the Nebraska 1994 National Championship football team (considered one of the best teams ever assembled) what it takes to achieve incredible results.

Examine strategies to remain positive in a challenging environment – including maintaining the ability to laugh at one's self and to have fun. Hear tips on how to adapt to change quickly while still enjoying the ride.



Aaron Davis has shared with over a million people how to perform like a champion. His experience as a member of the 1994 Nebraska team, as well as his work with numerous corporations and organizations, allows Davis to understand firsthand what it takes to perform like a champion and experience incredible results both personally and professionally. His speaking and consulting company, Aaron Davis Presentations, Inc., has received the Chamber of Commerce Outstanding Minority Owned Business Award and Toastmasters International has presented him the Communication and Leadership Award. He has also received the Key to the City of Lincoln, has authored three books, and co-authored two others that are changing the lives of thousands.

Speakers



Leigh Hornsby, Ph.D., With more than 30 years of communications experience, Leigh Hornsby is the Principal Partner for Public Information Associates, a Dallas-area, and Texas-based consulting firm. After working in the media for more than a decade and becoming a national award-winning radio news anchor and reporter, she transitioned to the public sector and later into consulting, where she provides services to higher education, public sector (governmental agencies), and healthcare and transportation organizations. She specializes in

consensus building, policy and procedure development and training, such as Title XI, Title VI, Open Records, Interpersonal Communications and EEOC. In her spare time, she enjoys adjunct instructing political science and government courses. Dr. Hornsby holds a Ph.D. from the University of Texas at Dallas, as well as graduate and undergraduate degrees from East Tennessee State University.

Identifying & Managing Volunteer Harassment & Discrimination

Harassment and discrimination is no longer, unfortunately, limited to paid employees of your organization. This session will help volunteer directors and managers, as well as volunteer leaders identify, report, address and manage cases of harassment and discrimination among volunteers. Results of this session will give attendees the ability to identify acts of harassment and know what tools they have and need to manage situations involving harassment and discrimination.

Interpersonal Communications: Outreach in the time of COVID

Open, honest and appropriate communication has always been an important part of an organization's success. Now, more than ever, we are facing physical and technological barriers when it comes to communication. This session will provide participants with tips and techniques to better understand the art of active listening, effective communications and overcoming the fear of technology.



Sabrina Clark, Ph.D., was appointed Director of VA Service (VAVS) on September 23, 2013. As the largest integrated volunteer program in the Federal government, with more than 7,400 national and community organizations, Sabrina leads a dynamic corps of Volunteer Resource Professionals, who managed approximately 46,000 volunteers, serving more than 4 million hours and donations totaling more than \$119 million in 2020. Currently, Sabrina is leading one of the largest transformations of this organization in its 75-year history, which begins with a new title and brand, now known as the VA Center for Development & Civic Engagement (CDCE). Sabrina is seen as a leader in volunteer innovation across the globe; speaking to non-profits and volunteer organizations around the world. This year, the prestigious Beryl Institute awarded CDCE its 2020 Innovation Award for the

development of the Compassionate Contact Corps, a new tele-support program utilizing volunteers working virtually to combat the pervasive loneliness of many Veterans made worse by COVID-19. VHA's Office of Innovation Ecosystem awarded the Ralph H. Johnson VA Medical Center in Charleston, S.C. the coveted "Shark Tank" Award for the most innovative program in VHA, for its Curbside Delivery volunteer program, which utilized volunteers to pick up the delivery of needed items from the community donated for patients and local VA food pantries. Finally, in the midst of the world's battle with a global pandemic, Sabrina and CDCE did not shy away from addressing pressing social issues surrounding what she calls JEDI issues, Justice, Equity, Diversity and Inclusion. With hopes of building a JEDI nation within VA, Sabrina formed the Task Force for Socially Conscious Civic Engagement in August 2020. They have been actively involved in bringing awareness to health inequities, addressing COVID-19 vaccine hesitancy among minorities, and helping the Department to reach minority high school and college students; not only for service opportunities, but to fill the talent pipeline with the next generation of VA employees.

From Pandemic to PLANdemic: Moving Forward in the Midst of a Continuing Global Health Crisis

During this session, we'll talk about what it takes to keep your life on track during these prolonged times of uncertainty, fear and confusion. Like most, I was glad to see 2021 come, but I don't hold 2020 in any contempt. What I've learned over that year has truly set me on a new course in my life. Knowing that it's changed us all, how do we really recover from 2020---mind, body, and spirit---and move into true fulfillment in 2021? I journaled my way through last year and reading back over it; I believe there's a formula for not just getting through this, but overcoming the trauma it brought for many of us in many different areas of our lives. It's rooted in the model for positive psychology known as PERMA.

P= Positive Emotion | E= Engagement | R= Relationships | M= Meaning | A= Accomplishment

I'll tell you more next week!



Erin Pittman - For more than a decade, Erin has combined her love of people, planning, organization, and education into the perfect career as part of the Volunteer Services department at St. Elizabeth Healthcare. Serving as the Manager of Volunteer Services, Erin leads the volunteer team, specializing in student programs, communication, and strategic program development. Erin is passionate about creating a modern program where volunteers feel valued, departments are supported, and the volunteer program is considered an indispensable part of the organization. Erin holds a Bachelor of Arts in Integrative Studies from Northern Kentucky University with a focus on how generational

differences impact communication and engagement. Born and raised in Northern Kentucky, Erin proudly serves as the Treasurer for the Kentucky Society for Directors of Volunteer Services and is a Young Professional member of the Northern Kentucky Chamber of Commerce. She is married to her high school sweetheart and has four children.

Tackling the Topic of Teen Volunteers

Whether you love them or cannot wait to be rid of them, student volunteers have the potential to impact your hospital and volunteer program in so many positive ways. Learn about steps you can take to have a successful student program that is the right fit for your hospital, your volunteer program, and your community. Exploring topics of program structure, recruitment, placement opportunities, and evaluating success. Explore how a well-rounded student program can allow you to utilize the service of youthful volunteers and aide your organization in engaging future health care professionals as well as the community at large.

Utilizing Communication to Market, Recruit, and Engage

What is the perception of volunteers in your organization? Is it positive? Is it negative? Is it indifferent? How can you change this view? By communicating, what your volunteers do! Explore the image your volunteer program has and how you can “brand” your program to spark conversation within your organization and beyond. Share why volunteers choose your hospital, who your volunteers are, and how your volunteers impact the organization and the community. Keep them talkin’ about your volunteers!



Alex Seblatnigg, CAVS, is the Director of Volunteer Services and Internal Engagement at Shepherd Center, managing an extensive volunteer program, which includes more than 750 in-hospital, volunteers serving Shepherd Center patients as well as family members. She serves as staff liaison to the Shepherd Center Auxiliary and Peach Corps service groups, assisting them in their volunteer fundraising efforts. She is responsible for an employee giving initiative that annually raises over \$200,000. She also leads Shepherd's Grateful Patient program, which empowers former patients and their families to support the organization through a variety of philanthropic channels. She was designated a Certified Administrator of Volunteer Services by the Council for Certification in Volunteer

Administration, which distinguishes an individual as being among the elite in the field of volunteer management in healthcare. Alex sits on the board of the Georgia Society of Volunteer and Retail Professionals as Membership Liaison and Social Media chair and previously served in a variety of three roles including President, Program Chair and Metro District Director. She was on the 2019 Committee on Nominations for the Association for Healthcare Volunteer Resource Professionals and served as State Host Planning Chair for the 2016 AHVRP Conference. She serves on the Volunteer Professionals Council at The Beryl Institute. Alex is a graduate of Leadership Buckhead and serves on the board as Program Co-Chair. She has been a member of the Junior League of Atlanta since 2000, serving on the board four times. She served as site co-chair for the 2009 AJLI Annual Conference and was on the organizing committee for the 2008 Area III Conference. She was recognized with the Junior League of Atlanta's President's Award in 2008 and the Isoline Campbell Award in 2020. She has also served on the board of Genesis Shelter. Alex attended the University of the South and graduated from Spring Hill College with a degree in International Business.

Caring for Staff: Lifting Spirits during Difficult Times - The pandemic has put enormous mental and emotional strain on healthcare workers. In addition to providing care to patients and their families, employees are concerned about their own loved ones. So how do you keep spirits up when smiles are hidden, and hugs aren't an option? Learn how one hospital implemented a variety of activities to keep spirits up



Janet Fox, Ph.d., serves as Assistant Dean for Family and Consumer Sciences at the University of Tennessee. Prior to her administrative position, Janet served as the 4-H Volunteer and Leadership Development Specialist in Louisiana and Nebraska. While in Nebraska, Dr. Fox was appointed by two governors to the Volunteer Service Commission serving on several subcommittee supporting the work of volunteers at the grassroots to the national levels. Dr. Fox has presented over 300 presentations on volunteer topics across the United States, Canada, and Ireland. Dr. Fox has bachelor's and master's

degrees from Mississippi State University. Her Ph.D. was received from the University of Nebraska where she studied *Work-Life Balance Among Volunteers: An Examination of Strategies, Stressors, and Satisfaction*.



Meggan Franks serves as the Volunteer and Leadership Specialist with Louisiana 4-H. Her previous experience includes developing volunteer, leadership, community engagement, and service-learning programs in a college and K-12 environment. Meggan is currently working towards her Doctorate in Business Administration. Her research interest is volunteer management.

Beyond Plaques and Ribbons: A Volunteer Manager's Guide to Effective Volunteer Recognition Strategies

One of the greatest challenges that volunteer managers face is retaining a committed and engaged volunteer force. While retention is one of the more discussed topics in volunteer management, research shows almost half of volunteers quit because they feel unappreciated. Because of this, recognition is and continues to be one of the more critical components of volunteer retention. Volunteer managers often offer rewards to increase volunteer commitment and influence volunteer performance. However, an understanding of your volunteers' unique motivations allows for an effectively designed volunteer recognition program resulting in increased volunteer commitment leading to a thriving organization. Recognizing your volunteers' diverse motivational needs can offer insight beyond retention, including recruitment, involvement, and even satisfaction! This workshop will discuss volunteer motivation's role in developing a volunteer rewards program. Participants will leave with a series of effective recognition strategies to implement within their programs to keep volunteers engaged and come back.



Laurin Scanlon - is the Director, Volunteer Resources, Cancer Institutes and Outpatient Facilities for the Allegheny Health Network in Pennsylvania. She has Degrees in Advertising and Public Relations as well as Education from Point Park University. Laurin began a career working with non-profits and healthcare that included the American Red Cross, the American Cancer Society, UPMC (University of Pittsburgh Medical Center) and Allegheny Health Network. I am happy to be a part of Allegheny Health Network. We are a growing health system in Western Pennsylvania. We recently built several Cancer Institutes, Neighborhood Hospitals, and Wellness Pavilions and are nearing completion of another new hospital. I love my job

and get so much fulfillment out of each day.

When I am not working, I am a mom of three boys - Twins, Anderson and Jackson, who just turned 3 years old and Ryan Jr., who is six months old. Our three-year-old Golden Retriever will begin her Certified Pet Therapy Training next year. I call them all my “future volunteers” and hope to instill the same values of service with them as my mother did with me.

Acts of service and helping others were instilled in me at a young age. I recall turning 8 years old and being old enough to volunteer while mom taught CCD class on Sundays at our local church. Although I was only able to do some office tasks and coordinate the art supplies, I enjoyed the idea of helping others. Since then, I have participated in many community based service programs, championed community service teams for my workplaces, been a liaison for local non-profits in my area and sat on numerous committees and boards for those non-profits.

Treating the Whole Person, Not Just Their Disease

Learn how to how to create and develop successful volunteer programs to fulfill your patient’s needs! Together, we will take a closer look at our patients, talk about ways to problem solve and find a solution to offer them. You will also develop the ability to adjust and pivot if needed and learn how to measure success and plan for the future. Join me in taking a closer look at what matters to patients and how you and your volunteers can treat the whole person, not just their disease.



Society for Healthcare Volunteer Leaders

2021 Virtual Conference Schedule

“Open Horizons in Volunteer Leadership”

Monday, March 22, 2021

8:30 AM - 8:45 AM - **Welcome and announcements**

8:45 AM - 10:00 AM - **Keynote Presentation - Aaron Davis**
Attitude of a Champion

10:00 AM - 10:15 AM - **Break - Samaritan Technologies, Horizon Sponsor**

10:15 AM - 11:00 AM - **Erin Pittman: Utilizing Communication to Market, recruit, and engage**

11:00 AM - 11:45 AM - **Alex Seblatnigg - Caring for Staff: Lifting Spirits During Difficult Times**

11:45 AM - 12:15 PM - **Lunch Sponsored by Southern Comfort Linens and Dillard's, Virtual Vision Sponsors**

12:15 PM - 1:30 PM - **Leigh Hornsby - Identifying & Managing Volunteer Harassment & Discrimination**

1:30 PM - 2:15 PM - **Janet Fox/Meggan Franks: Beyond Plaques and Ribbons-Effective Volunteer Recognition Strategies**

2:15 PM - 2:30 PM - **Closing remarks, sponsored by VolunteerSale.com, Virtual Vision Sponsor**

2:30 PM - 3:30 PM - **Afternoon Social (Q & A - Networking)**

We invite you to kick off your shoes and relax as we take a time to visit and network with one another. Opportunities for questions for our presenters will also be available.

All times listed are Central Standard Time.

Pacific Standard - 6:30 AM - Mountain Standard - 7:30 AM - Eastern Standard - 9:30 AM



Society for Healthcare
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2021 Virtual Conference Schedule
“Open Horizons in Volunteer Leadership”

Tuesday, March 23, 2021

8:30 AM - 8:45 AM - **Welcome and announcements**

8:45 AM - 10:00 AM - **Leigh Hornsby - Interpersonal Communications:
Outreach in the time of COVID**

10:00 AM - 10:15 AM - **Break – Masquerade, Horizon Sponsor**

10:15 AM - 11:00 AM - **Erin Pittman: Tackling the Topic of Teen
Volunteers**

11:00 AM - 11:45 AM - **Laurin Scanlon - Treating the Whole Person, not
just their Disease**

11:45 AM - 12:15 PM - **Lunch sponsored by Dynamic Shopping and VSys
One, Virtual Vision Sponsors**

12:15 PM - 1:30 PM - **Dr. Sabrina Clark, From Pandemic to PLANdemic:
Moving Forward in the Midst of a Continuing Global Health Crisis**

1:30 PM - 2:15 PM - **Annual Meeting**

2:15 PM - 2:30 PM – **Closing remarks**

2:30 PM - 3:30 PM - **Afternoon Social (Q & A – Networking)**

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Would like to thank our Sponsors!

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