

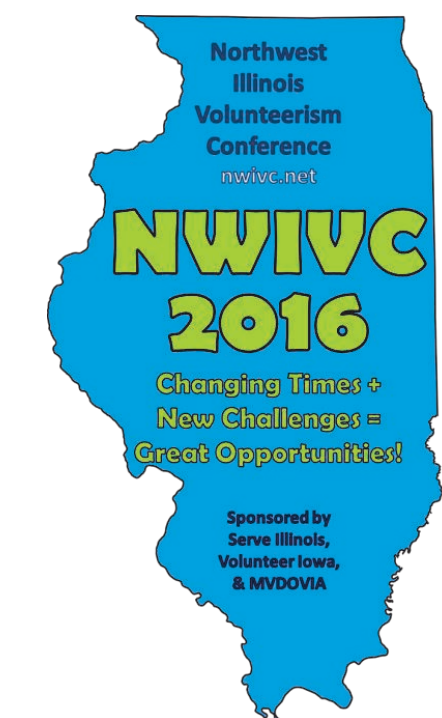
Retired and Senior Volunteer Program  
Of Eastern Iowa and Western Illinois  
729 34<sup>th</sup> Avenue  
Rock Island, IL 61201

Organized & Sponsored by



# Northwest Illinois / MVDOVIA 2016 VOLUNTEERISM CONFERENCE

Friday, October 14  
8:30 am Register, 9 am- 3:30 pm Conference  
Western Illinois University, Campus  
3300 River Drive, Moline, IL

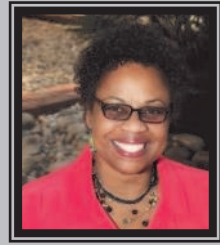


MVDOVIA invites you to gather together with other community agency providers to learn from, share with and get inspired by one another in our work to increase the number of volunteers in our community and the impact of the work they do!

**This year's theme is Collaboration.**  
In these complex times, no organization can or should attempt to succeed alone. Nonprofits, businesses and the government sector must embrace collaboration for mutual benefits. Increase the effectiveness of your social agenda through effective alliances and partnerships.

Register at [mdovia.org](http://mdovia.org)  
\$35 person  
\$20 for DOVIA members, Students or AmeriCorps

# CONFERENCE PRESENTERS



**Vicki Clark** is the Owner at Building the Capacity of Organizations. She has devoted the past 30 years of her life to building capacity in organizations and

inspiring community leaders. A noted speaker, facilitator, consultant, and trainer, she has extensive experience in the nonprofit, government, and private sectors. Her work includes numerous specialty areas; board development, inclusion and diversity, leadership development, strategic planning, project planning, volunteer resource development, and effective communication.

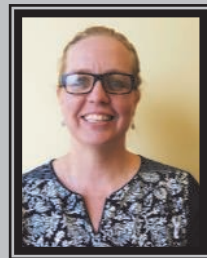
Clark is a member of the Peter F. Drucker Foundation's training and consultation team and a Senior Governance Consultant for BoardSource. She has been a guest lecturer at University of California, Berkeley, Haas School of Business, University of Texas, San Antonio, Texarkana College, and the University of Houston.

She provides facilitation training and consultation to many national organizations and their local affiliates. These organizations include, the Association of Junior Leagues International, Interfaith Youth Corps, Mothers Against Drunk Driving, Prevent Child Abuse America, National CASA, St. Jude ALSAC, Literacy USA, United Way of America, the Association of African American Museums, United Methodist Church, and Literacy Powerline among others.

For 11 years Vicki served in a variety of positions with the Points of Light Foundation, Washington, D.C. In 1996 Clark was appointed by the U.S. Secretary of Agriculture to the National and Urban Forestry Advisory Council. She also was appointed to the Executive Governor's Team tasked with the development of the first Unified State Plan for Texas Volunteerism, Community Service and Service Learning. She has served as mentor and facilitator for students in Baruch College's (NY) National Urban/Rural Graduate Fellows Program.

**Jessica Link** is the Volunteer Coordinator at the Cedar Rapids Public Library. At the library, she developed and launched the volunteer program from the ground up in 2013. Prior to the library, Jessica was the Retired and Senior Volunteer Program Coordinator at United Way of East Central Iowa and the Volunteer Coordinator at Horizons Meals On Wheels. Jessica is the current President for Leaders in Volunteerism in Cedar Rapids, Iowa, and a member of the Leadership for Five Seasons class of 2016. She is also an active volunteer in the community with several organizations.

**Veronica Jackson-Patrick** is currently the Chief of Voluntary Service for the Iowa City VA Health Care System where she manages over 550 volunteers. She is an Army veteran who served during the Gulf War era. After earning her Bachelor's Degree and then Master's degree in Health Services, she worked with service members transitioning out of the military, helping them find employment and pursue higher education. Veronica then went onto manage volunteer programs for Department of Defense, where she worked for four years before transferring to the VA.



**Amy Rowell** joined the team at World Relief in 2009, the main organization tasked with resettling refugees in the Quad City area, as the Director after working and

volunteering for the YMCA for over 22 years. She held numerous roles within the YMCA movement and was given the opportunity to serve with the YMCA of the USA. She and her husband spent one year traveling around India organizing and leading sports to youth and adults with the assistance of the Indian YMCAs. She has served on four short term mission trips to Burma or Myanmar and lead four short term mission trips to Nepal all since 2010. Amy lives in Rock Island, Illinois with her husband, Eric and their two children, and twin exchange sons from India.



## SCHEDULE AT A GLANCE

- 8:30 a.m. Registration
- 9:00 a.m. Welcome
- 9:15 a.m. Keynote
- 10:15 a.m. Break
- 10:30 a.m. Session I
- 11:30 a.m. Lunch
- 12:10 p.m. Lunch speaker
- 1:10 p.m. Session II
- 2:05 p.m. Break
- 2:15 p.m. Session III
- 3:15 p.m. Closing Remarks

# CONFERENCE SCHEDULE

ATTEND THE KEYNOTE, THEN CHOOSE ONE FROM EACH SESSION

## Keynote Address 9:15 a.m.

**The Collaboration Imperative** *Vicki Clark, Owner, Building Capacity of Organizations*

In these complex times, no organization can or should attempt to succeed alone. Nonprofits, businesses and the government sector must embrace collaboration for mutual benefits. Increase the effectiveness of your social agenda through effective alliances and partnerships.

## Session I — 10:30 a.m.

### **Transform your Volunteer Job Descriptions from Instructional to Inspirational**

*Jessica Link, Volunteer Coordinator, Cedar Rapids Library*

Volunteer job descriptions are more than an instruction manual – they are a sales pitch! Explore ways to break from traditional bullet points and write an engaging job description that sells volunteers on the idea of being a part of your organization. This is for new or existing volunteer managers struggling with adding appeal to their volunteer recruitment. You'll walk away with a creative spark to ignite your most overlooked recruitment tool – the volunteer job description.

### **Community Impact and Measuring Outcomes**

*Vicki Clark, Owner, Building Capacity of Organizations*

You work hard. There's a lot going on in your agency. But are you effectively measuring your outcomes to demonstrate your true impact? This session will help to demystify outcome measurements and provide ideas for redefining the results of your work.

### **National Service Panel**

*Staff/Directors of Iowa Commission on Volunteer Service, Serve Illinois and local National Service Program Directors*

The Corporation for National Service and State Commissions provide a variety of resources to support community service. These resources start with National service members such as AmeriCorps and Senior Corps but extend far into helping recruit volunteers, publicize volunteer opportunities and engage in best practices for managing volunteer programs. This panel will also provide excellent information for National Service members attending the conference to connect with resources available to them.

## Luncheon Speaker 12:10 p.m.

### **Building Cultural Understanding**

*Amy Rowell, Director, World Relief, Moline, IL* will facilitate an interactive discussion around culture in our diverse region. This talk is sure to open eyes and will serve as preparation for her workshop "The Power of Culture" in Session II.

## Session II — 1:10 p.m.

### **Veteran Volunteers: Answering the Call**

*Veronica Jackson-Patrick, Chief of Voluntary Service for the Iowa City VA Health Care System*

This workshop will equip the basic to advanced volunteer managers with the knowledge needed to effectively recruit military veterans to their volunteer programs and set forth the benefits of doing so. It will include, "Why target veterans in recruitment efforts?" and "Veteran volunteer needs".

### **The Power of Culture**

*Amy Rowell, Director, World Relief, Moline, IL*

Have you ever wondered about the person standing in front of you at the supermarket? They aren't dressed in western clothes and speak a different language to their children while waiting in line to check out. We have so much to learn about the world, and as immigrants and refugees are coming to the United States it's important to learn about others. This session will provide an opportunity to learn about newcomers, the cultural iceberg, and how to build bridges of love.

### **Community Impact and Measuring Outcomes**

*Vicki Clark, Owner at Building the Capacity of Organizations*

You work hard. There's a lot going on in your agency. But are you effectively measuring your outcomes to demonstrate your true impact? This session will help to demystify outcome measurements and provide ideas for redefining the results of your work.

## Session III — 2:15 p.m.

### **A Cultural Reconstruction: Overcoming Staff Barriers to Volunteer Engagement**

*Jessica Link, Volunteer Coordinator, Cedar Rapids Library*

Overcoming staff barriers to volunteer engagement isn't about changing a process or winning over one person at a time – it's about changing the organization's culture. We will examine the Cedar Rapids Public Library to learn how it transformed from engaging zero volunteers to 180+ in one year in a unionized environment. We will look at their tools and tactics and explore how to scale these to fit different levels of change management in your organization.

### **Repeat Session II - Veteran Volunteers: Answering the Call–**

*Veronica Jackson-Patrick, Chief of Voluntary Service for the Iowa City VA Health Care System*

### **Repeat Session II: The Power of Culture –** *Amy Rowell, Director, World Relief, Moline, IL*

