



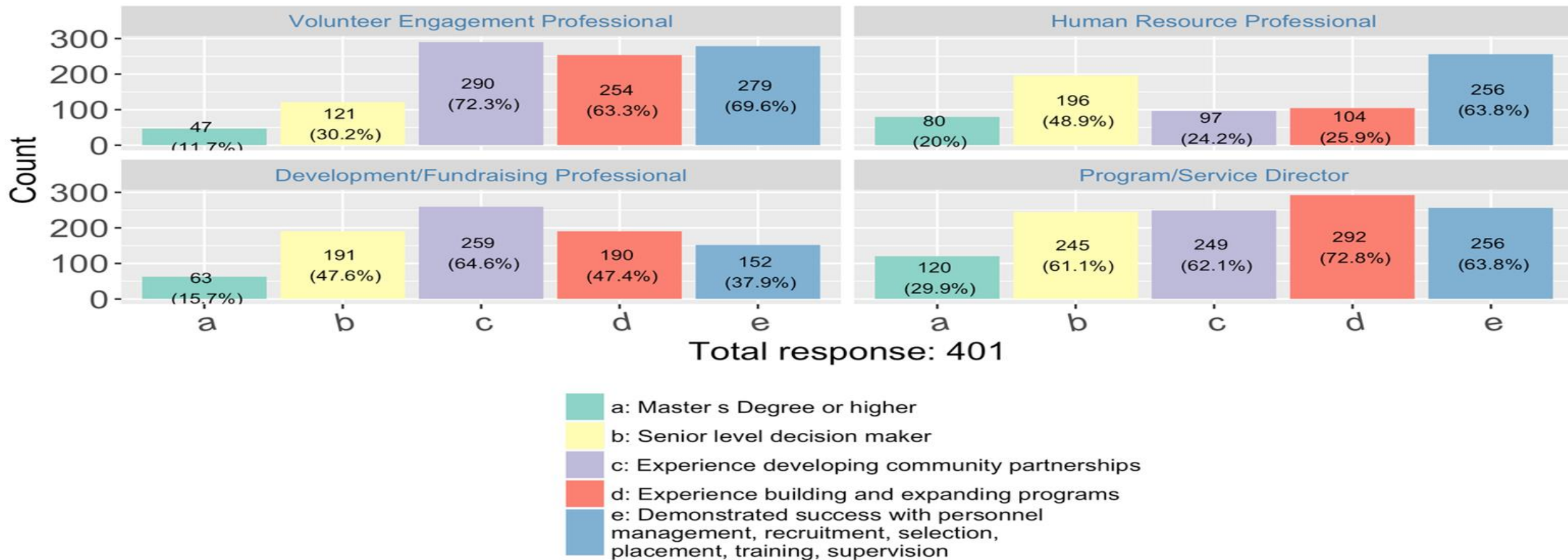
Call to Action: Promoting Job Equity for Volunteer Engagement Professionals

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MAVA Executive Director

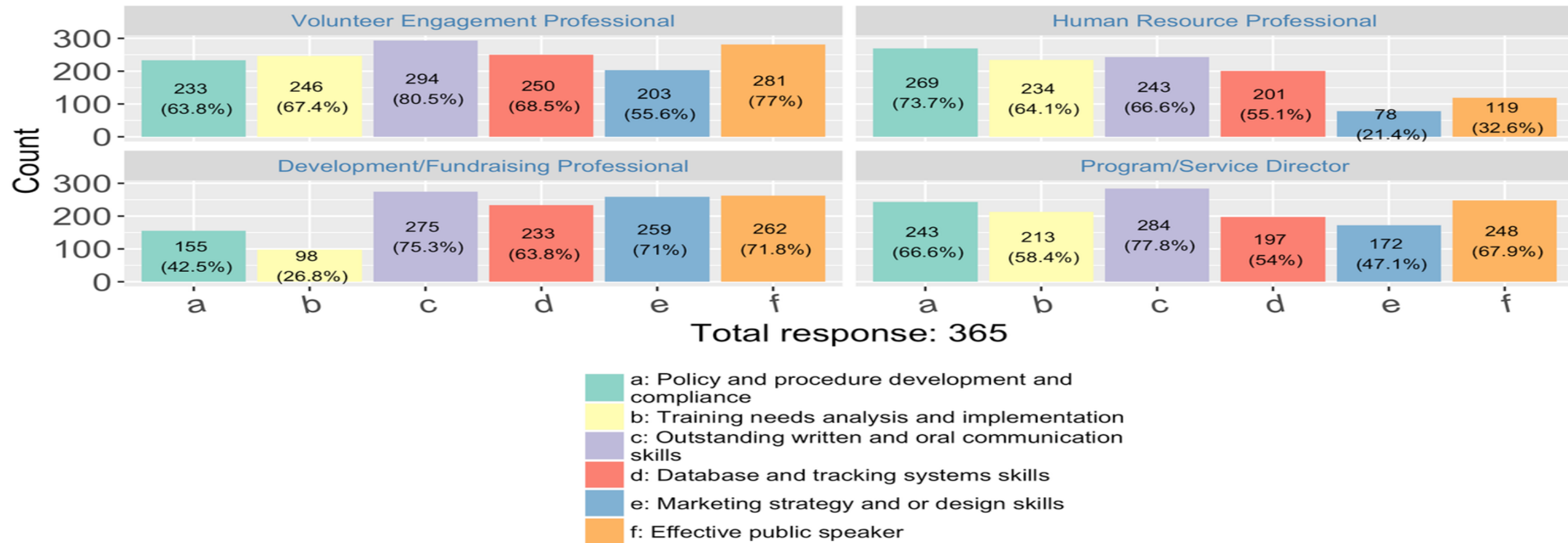
Your Experience Validated

- **Volunteer Engagement Professionals (VEPs) are often underpaid and undervalued and their work is often misunderstood.**
- **The study underscores that there truly are equity issues in how volunteer engagement professionals are received, paid, included and understood in the workplace.**
- **The research examines why there is a lack of true understanding about the essential nature of volunteers and those who lead them.**

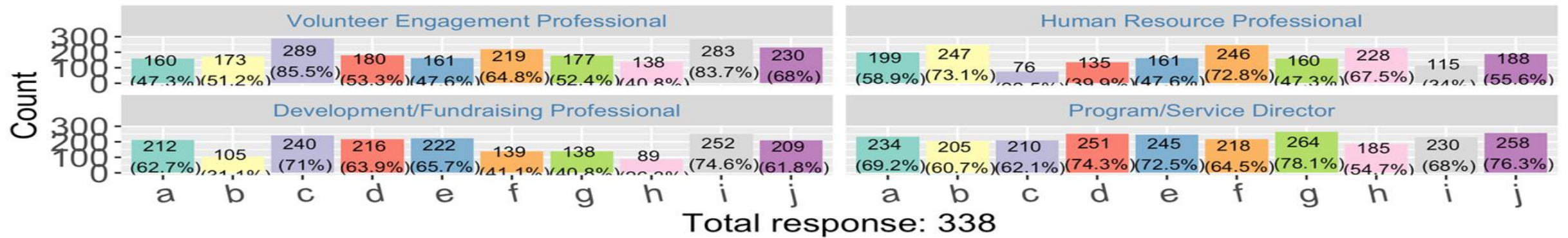
Qualifications for 4 positions



Skills Needed for the 4 Positions

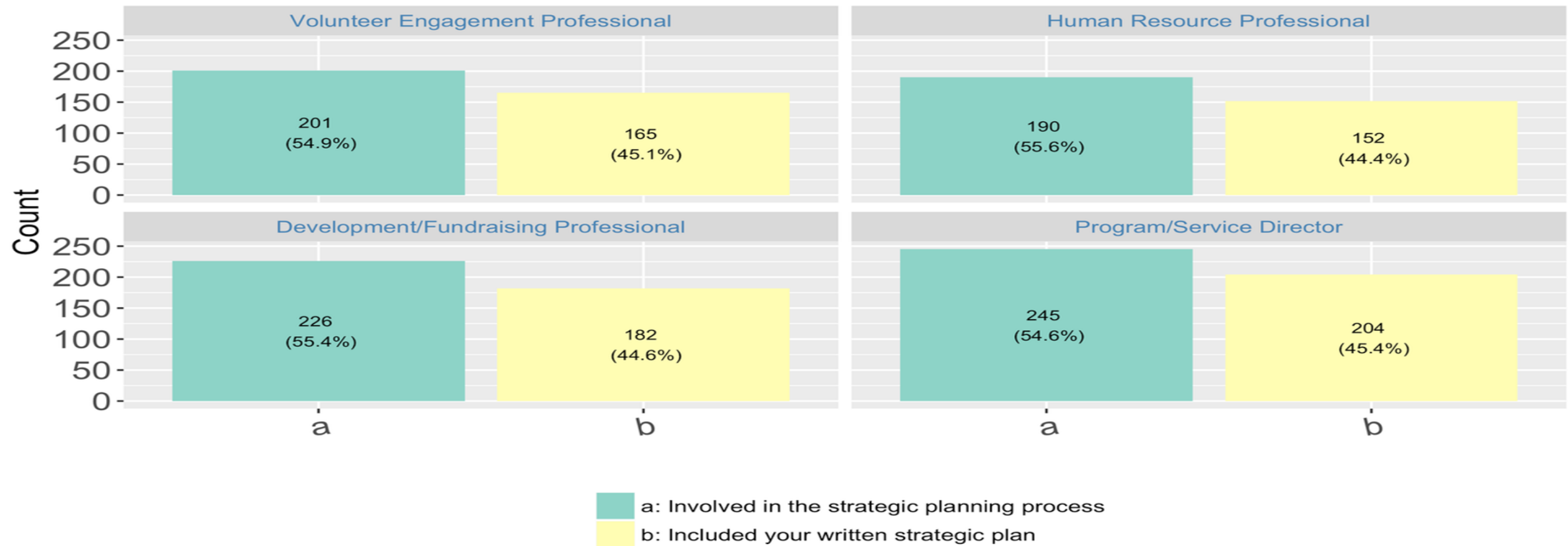


VEPS NOT ON EXECUTIVE LEADERSHIP TEAM

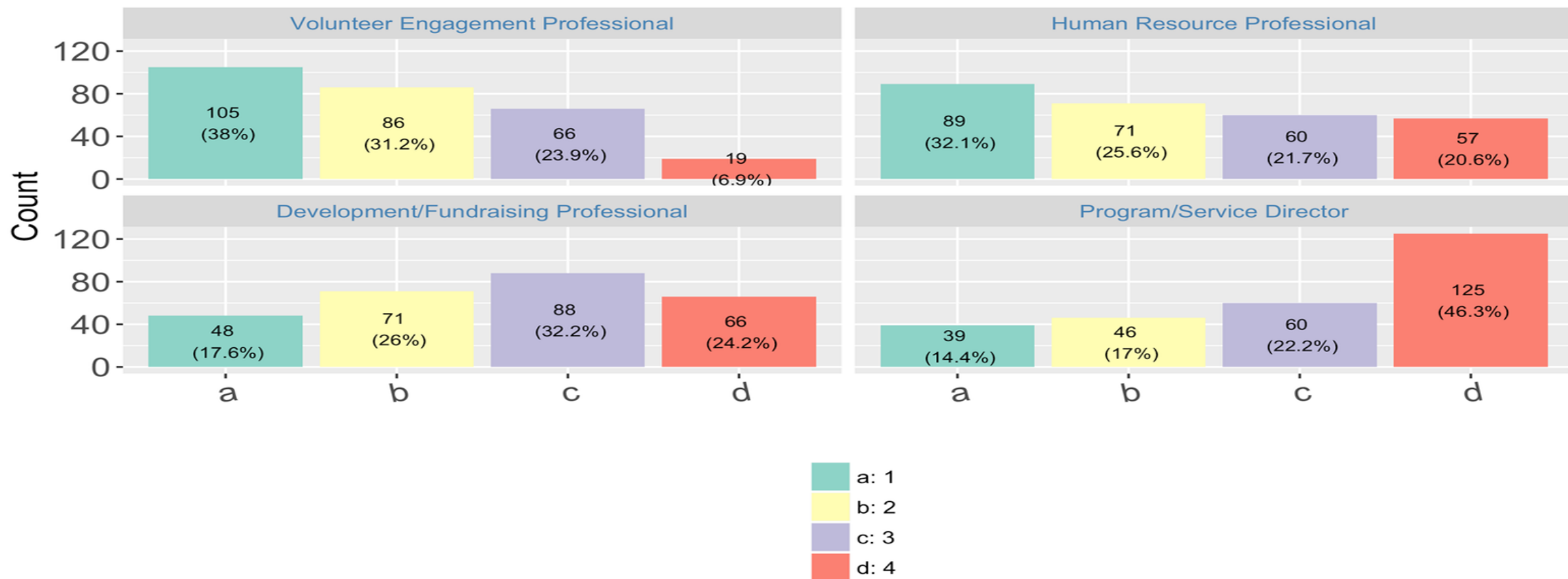


- a: Serving on the leadership executive team
- b: Disciplining and conducting performance reviews
- c: Community outreach
- d: Report on program progress and numbers to the Board of Directors
- e: Develop and maintain budget
- f: Educate and provide resources to staff
- g: Advise staff in the development of new programs
- h: Develop risk management plan
- i: Establish relationships with external groups and organizations
- j: Communicate outcomes data to appropriate staff for internal publications

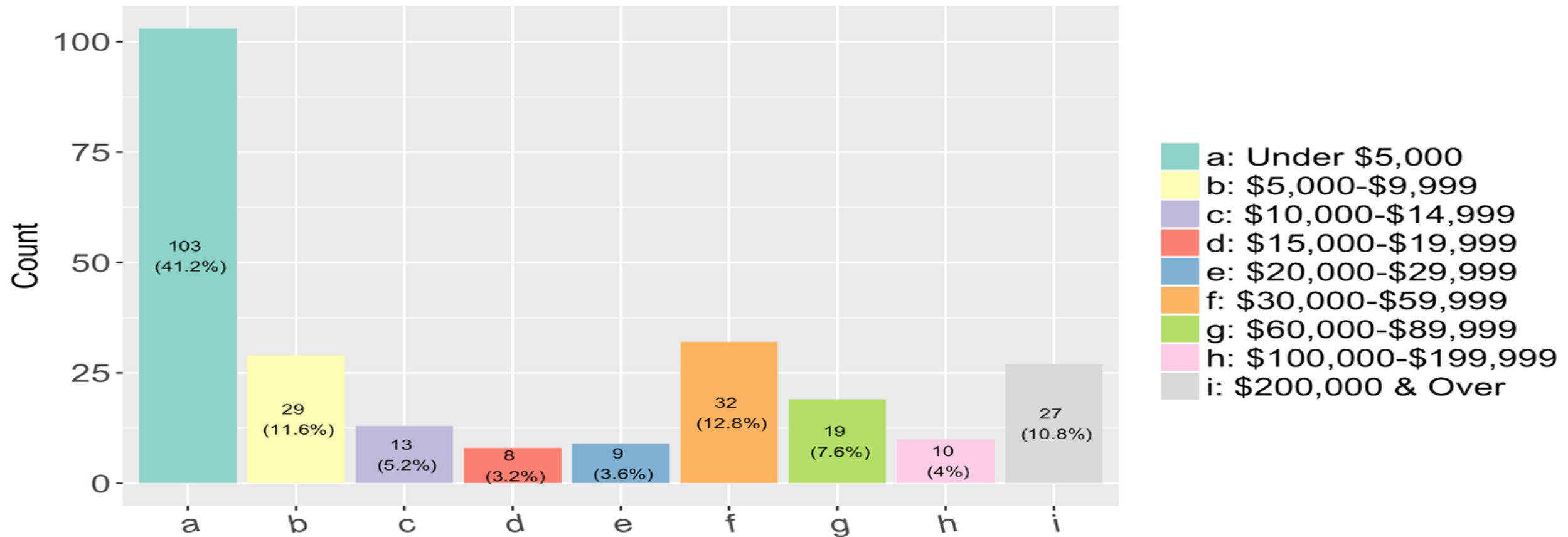
VEPS LESS NEEDED IN STRATEGIC PLANNING



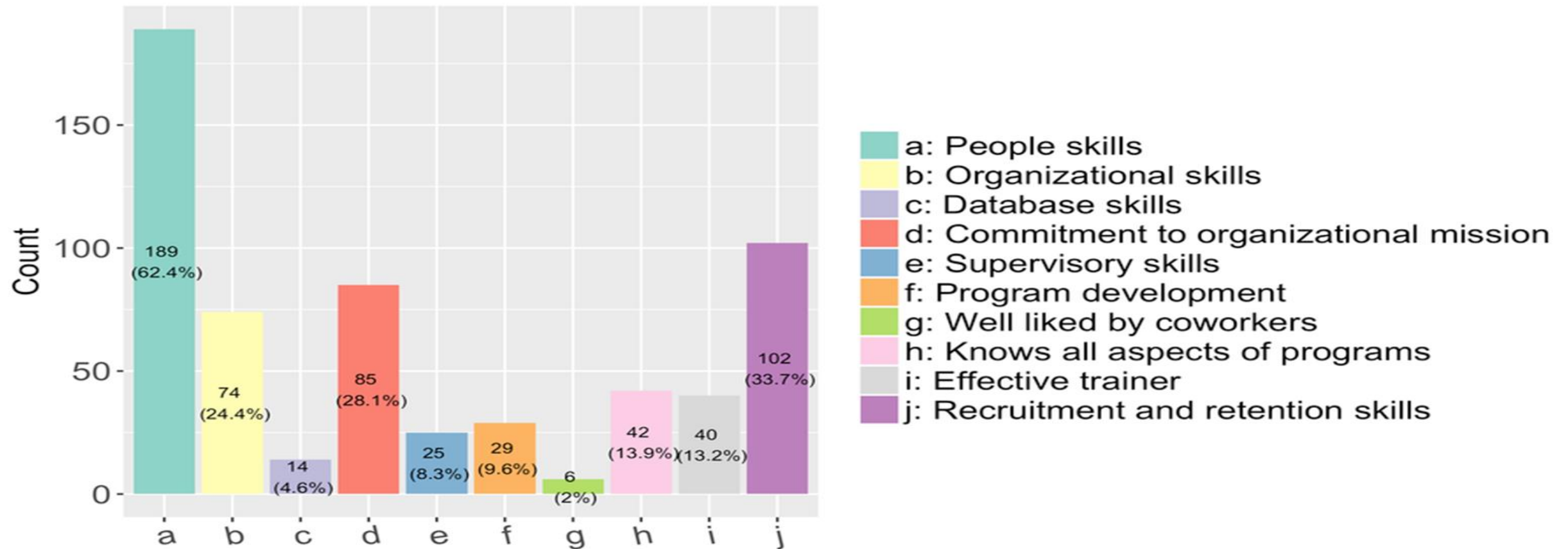
VEP ELIMINATED FIRST



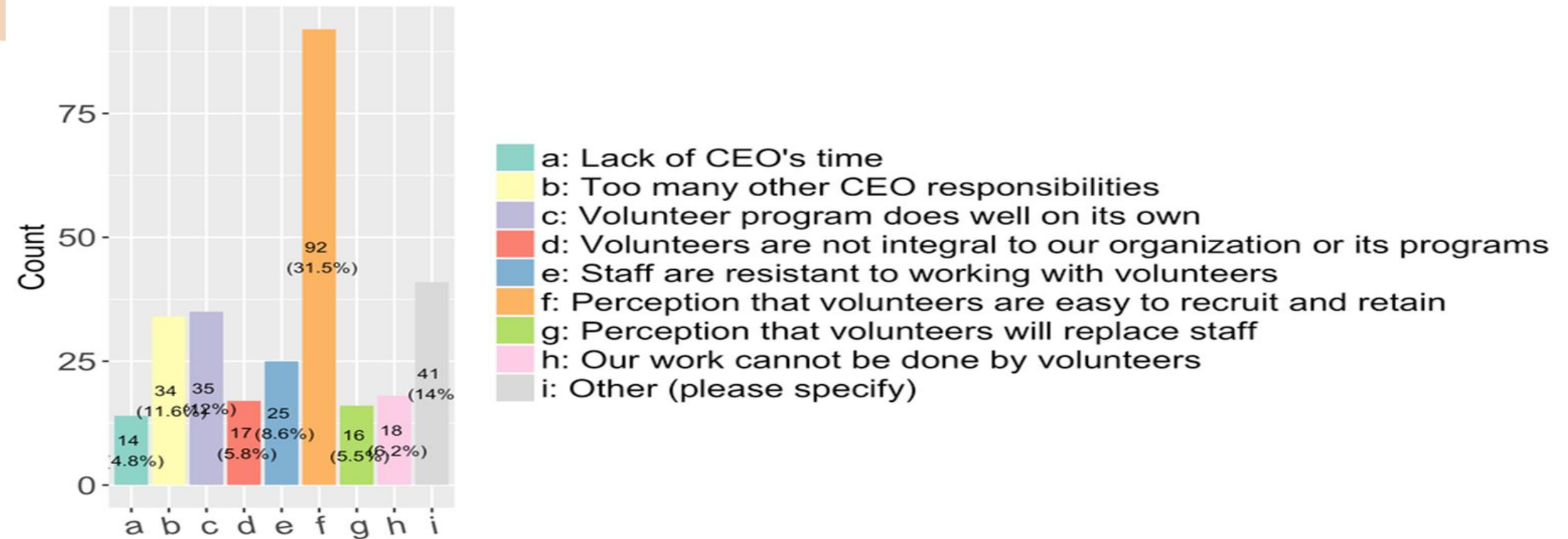
Under Allocation of Resources



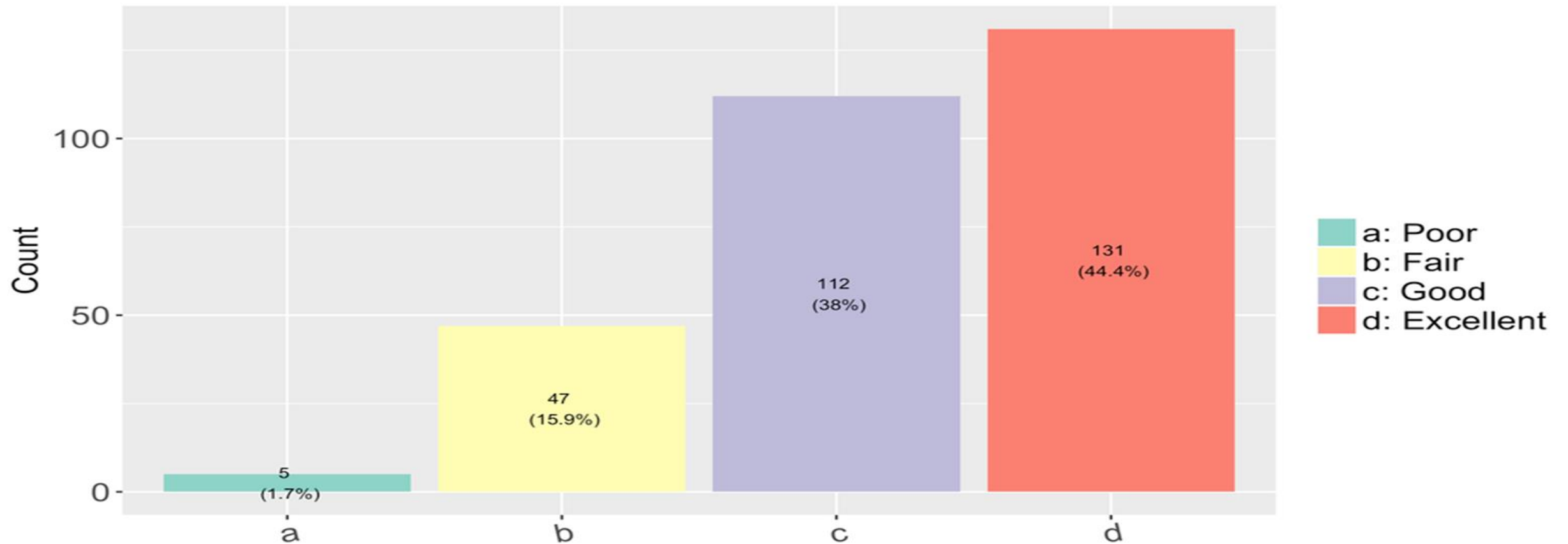
PEOPLE SKILLS MOST HIGHLY VALUED



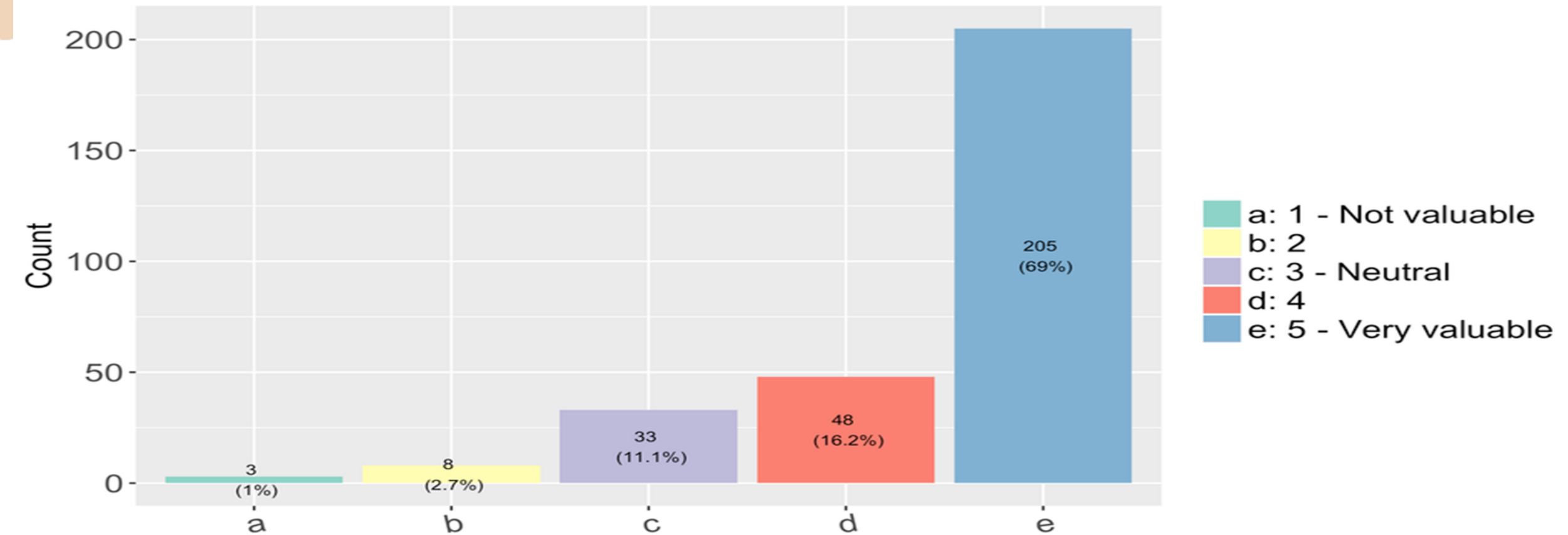
Biggest challenge to supporting your organization's volunteer program



CEOs Think you are Doing and Excellent job!



Volunteerism Very Valuable!



WHAT THE HECK
DUDE

?

What can VEPs do about it?



How to start a Movement



[Video](#)

Transformational Leader?

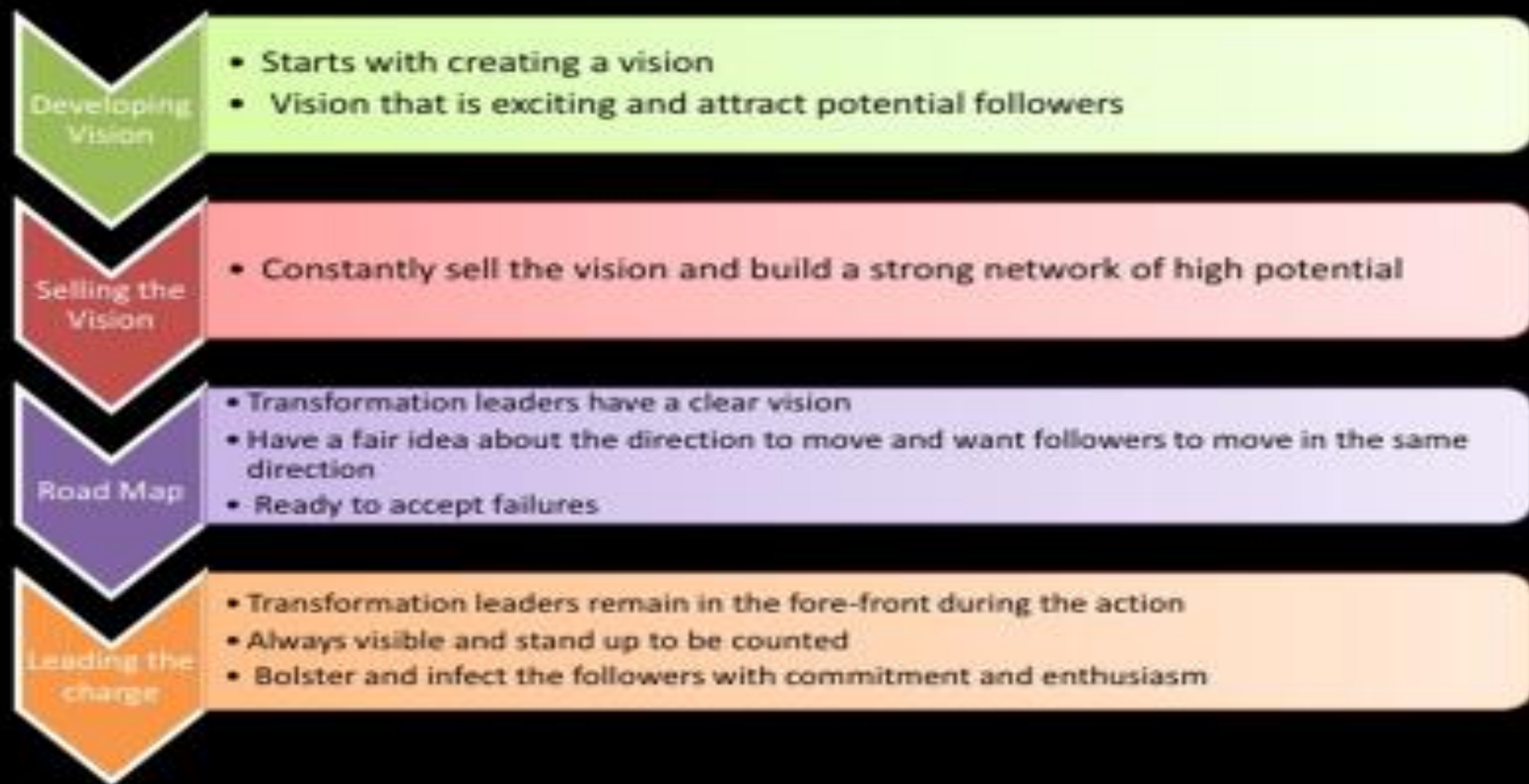
- **People will follow a leader who inspires them**
- **A person with vision and passion can achieve great things**
- **Energy and enthusiasm are the tonics that get things done**

CHANGE?!

- Transformation speaks not to incremental changes, but significant ones. It is the new, not the tweaked or enhanced. It's less a matter of doing things differently than of being different.

be
change

Steps for Transformational Leadership



How Top Management can make change

- **Make the position essential by articulating the connection between volunteers and development and the strategic role of volunteers with programs and outreach.**
- **Place the VEP on the executive team**
- **Position the VEP as a subject matter expert.**
- **Look at how the position is titled. Identify them proudly as a Volunteer Engagement Professional. Consider Chief Volunteerism Officer (CVO).**
- **Consider changes to how people talk about volunteerism. For example, using “time donors” rather than “volunteers” and eliminating the term “volunteer program” because volunteers are a critical resource like paid staff (there is no paid staff program).**
- **Involve volunteers at higher levels and throughout the organization.**

Partner Exercise

- **What resonated for each of you in the findings of the MAVA Study?**
- **Where might you need to advocate?**
Salary equity? Inclusion on executive team? Job Title Change? Inclusion of volunteerism in strategic plan? Transition to full time volunteer engagement duties? More senior/strategy level job duties? Participation in Service Enterprise? Change of language (i.e. “team member” lounge instead of “staff” lounge)?
- **What next steps might you like to take?**

What Is Needed?

- Salary equity?
- Inclusion on executive team?
- Job Title Change?
- Inclusion of volunteerism in strategic plan?
- Transition to full time volunteer engagement duties?
- More senior/strategy level job duties?
- Participation in Service Enterprise?
- Change of language (i.e. “team member” lounge instead of “staff” lounge)?

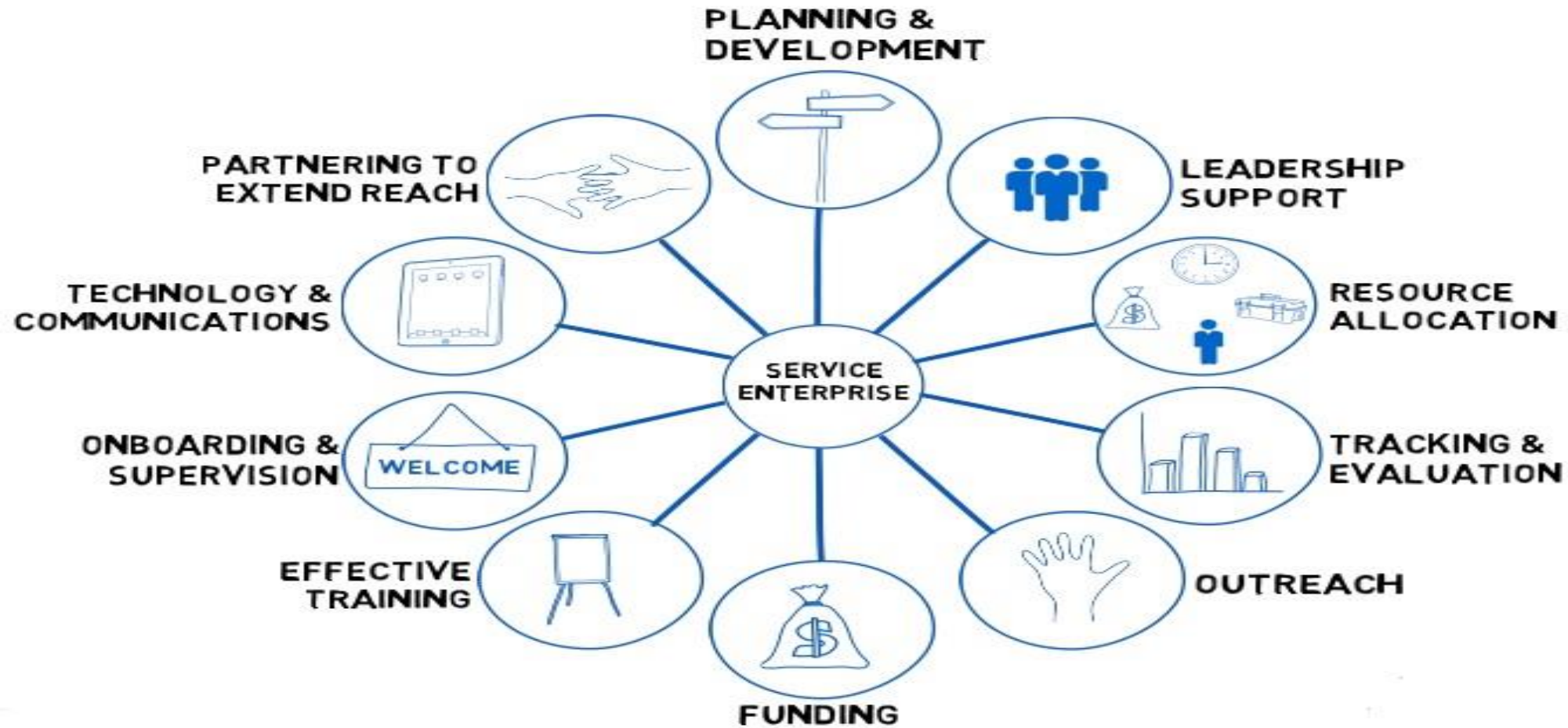
Steps to Take



Within Your Organization

- **Reshape your work image to be seen as a strategic and transformational leader.**
- **Advocate to upgrade your position in the organization.**
- **Discuss with the top decision-maker how the volunteer program voice can be best represented in organizational decision-making and on the executive leadership team.**
- **Work to create understanding at the organization that volunteer management is a professional field with a body of knowledge, academic coursework and credentials.**
- **Create documents for staff about volunteer engagement and outcomes.**
- **Provide training to other staff on volunteer engagement best practices.**

SERVICE ENTERPRISE



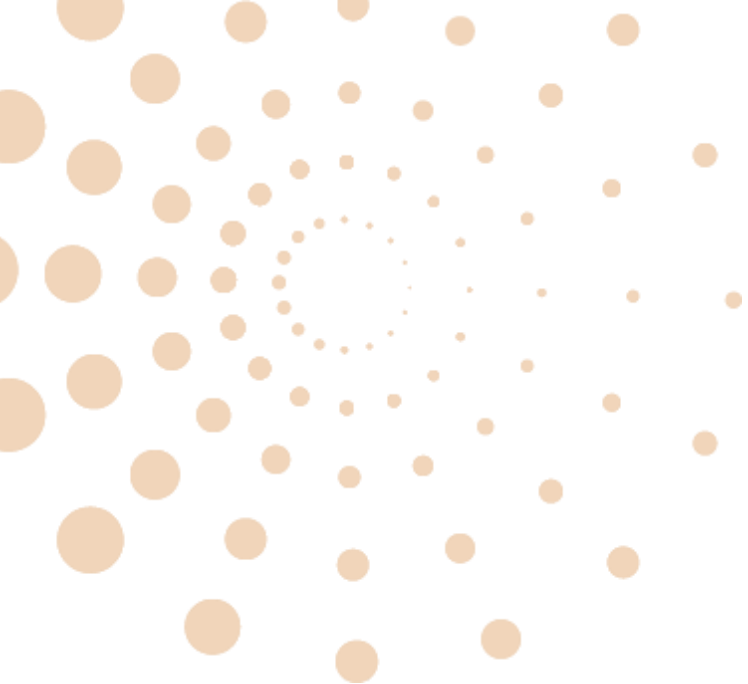
Local Change

- On a local level, you might consider attending a professional networking group, joining a networking committee, start a working group on salary equity and sharing this report in your local community.
- **Get active in MAVA!**



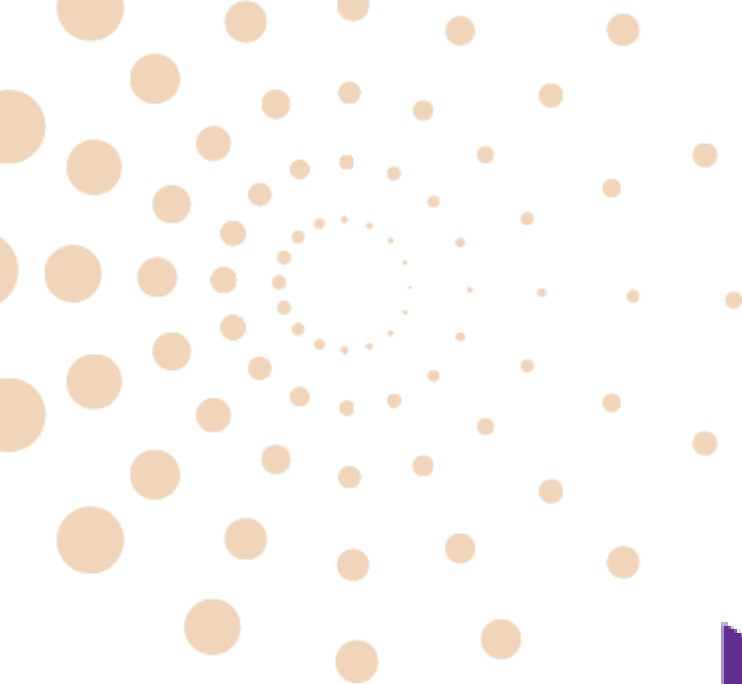
Major Impact Work...

- At the state level you could work with MAVA to pass the volunteerism Bill;
- Join the MAVA Board;
- Promote Job Equity for VEPs by sharing the full report or the one page info graphic with Satewide organizations;
- Nationally, join the national conversation by joining AL!VE;
- Work on national public policy initiatives
- Help to plan a National Summit on volunteer engagement and;
- Share the MAVA report nationally.



<https://www.youtube.com/watch?v=XB7vyHprX28>

be the
CHANGE
you want to see



NEXT STEPS & BEYOND

MAVA