

TVMC | TEXAS VOLUNTEER
MANAGEMENT
CONFERENCE

Shaping the Future of Volunteerism
May 13 - 14, 2021

Conference Program

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Howdy!

Welcome to the 2021 Texas Volunteer Management Conference where we'll be ***Shaping the Future of Volunteerism*** together! The year 2020 was one of great uncertainty and instability. Many volunteer programs were put on hold while others were ramped up to accommodate the growing needs of their communities. We are all left to answer the same question, where do we go from here? At TVMC 2021, let's explore how we can shape the future of volunteerism through improving our ability to adapt to change, think innovatively about volunteer engagement and prepare for the return of normalcy. Let's collaboratively turn challenges into opportunities to shape the future of our field and grow as professionals.

This conference program will provide you with all the information you need to decide which sessions to attend and how to get to them.

We have a few requests of you as a virtual conference attendee:

- We kindly ask that you DO NOT share any of the links provided in this program with others. We have a limited capacity for people to attend and need to give access to those that have previously registered for the conference.
- Refer to this program throughout the conference to find session links. Upcoming sessions will also be listed in the chat.
- Please make sure you are on mute for all speaker presentations. This helps avoid unwanted background noise that can distract the speakers or other attendees. We ask you to participate in the chat as well as turn on your mic during Q&A or discussion periods.
 - **If participating via phone, NEVER push the "HOLD" button on your phone.** That often plays music over the line, which stops a webinar dead in its tracks.
- Chat Box Etiquette: If you find a friend/colleague/connection, please use the direct message feature to message them privately. Unnecessary chatter saying "hello" to one another is distracting for presenters and attendees.
- Engage with the speakers and fellow attendees by participating in polls, breakout rooms and discussions. Attend the networking sessions and stay focused during sessions. Distractions are inevitable but you can take breaks between sessions.
- This program and conference sessions are best viewed on a laptop or computer.

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A Note from TVMC Chair, Judy Shannon



Welcome to #TVMC2021,

In 1991, visionaries from the Volunteer Center of Dallas and the Dallas Volunteer Manager Association launched a gathering for volunteer engagement professionals and called it the Texas Volunteer Management Conference. Thirty years later, it is my joy to welcome you to #TVMC2021. True to our founders' mission, we continue 'Shaping the Future of Volunteerism,' for current and emerging leaders of volunteers. My 2020 binge was watching home improvement shows on TV. Most of them include some type of demolition where they tear out the old to make room for something new. As the familiar surroundings are being destroyed there is a sense of chaos and loss, but the 'new' is always worth the work and tears. The past year has been akin to a demo of most nonprofits' way of working with

volunteers. Some had to pivot quickly to address rising client demand, others are still trying to envision what their volunteer world will look like post-COVID. Amid the chaos and loss, we continue to seek the best ways to recruit, retain, and lead volunteers in our changing world.

To help us 'Shape the Future of Volunteerism,' #TVMC2021 has brought together trusted industry experts and emerging leaders. We have challenged them to take a fresh look at the world of volunteer engagement and to share their insights, wisdom and best practices. Conference tracks, while familiar, have pivoted to address current needs.

Volunteer engagement is now Virtual Engagement 2.0. We explore our changing role as leaders of volunteers with The New Volunteer Manager. Communication strategies now help us with Connection in a Disconnected World. And Emotional Intelligence on the Front Lines explores critical 'people skills' that work, even from a distance.

In recognition of the strain the past year has placed on our industry, the TVMC2021 planning team was committed to bringing you the best and brightest insights at a fraction of the cost of past face-to-face conferences. This is only possible because of our gracious pro-bono speakers and our generous sponsor organizations. Please visit the virtual swag bag to thank them. We also welcome and thank the old and new friends and colleagues we have met through our 2020/21 webinars. This global audience has inspired us and challenged us to look beyond geographic borders and find relevant ways to address our emerging needs. Thanks also to the amazing speakers who volunteered their time to craft messages for these changing times. You will meet many of them again at this conference.

My deepest gratitude and admiration go to the amazing volunteers who served on the planning team for this conference. They were undaunted by the shift to a virtual conference and the need to identify talented speakers who provide insight relevant to today's realities and the future of volunteerism. They saw every change and challenge as an opportunity to learn new skills and create an even better conference experience. This conference is only possible because of their commitment, creativity and hard work. I have never worked with a team I enjoyed or respected more. Finally, our thanks to you for giving us a chance to launch our first all-virtual conference. We appreciate you entrusting us with your time and encourage you to go 'all in' to take advantage of the insights and networking opportunities this conference provides. I'm excited to learn with you as we 'Shape the Future of Volunteerism.'

Judy Shannon, Chair #TVMC2021

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Thanks Y'all!

**To all of the TVMC leadership and volunteers,
Thank you for your tireless work in making our first virtual conference a
success. It would not happen without you.**

Click on the Leadership Team's photos to connect on LinkedIn!



Judy Shannon, MS, CVA
Conference Chair



Stephanie Canfield, CVA
Conference Vice Chair



Cathy Hurst
Secretary



Rebecca Hand, MPA, CVA
Communications Chair



Corina Sadler, CVA
Program Chair



Nedra Cutler, CVA
Facilities Chair



Meghan Delaney
Volunteer Manager



Tabitha Butler, MA
Social Media Manager



Wendy Lee, M.Ed.
Sponsorship Manager

Thank you to these wonderful TVMC volunteers:

Angie Akmakjian

Brittni Coe, CVA

Cindy Perreira, CVA

Susan Blackburn

Candice Cogburn

Jordanya Reeves

Millicent Boykin

Kate Ekman, CVA

Severina Ware

Rivae Campo, CVA

Morgan Green-Griffin

Carly Weld

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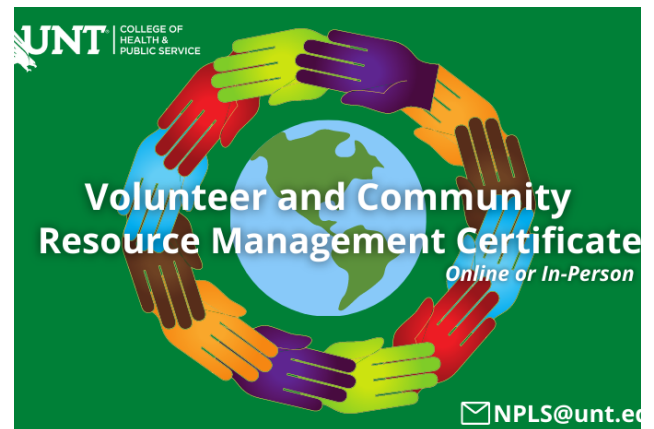


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#TVMC2021 would not be possible without the generous support of several individuals, organizations and companies. We appreciate your dedication to the field of volunteer engagement and professional development.

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Virtual Swag Bag

#TVMC2021 brings our first ever virtual swag bag full of goodies! You'll find over 20 items including autographed books, gift cards, massages and a FREE CVA exam fee and study guide. As a TVMC attendee you have until May 21 to check it out and participate. Follow the link below to get started!

Click Here to go to
TVMC Swag Bag



 <p>\$25 Donated Goods Discount Depot</p> <p>VolunteerNow</p> <p>VIEW DETAILS</p>	 <p>You manage an invaluable resource amid uncertain times.</p> <p>VQ Volunteer Strategies</p> <p>VIEW DETAILS</p>	 <p>Enter for a chance to win a FREE CVA exam fee!</p> <p>Prize worth \$500</p> <p>VIEW DETAILS</p>
 <p>Enter To Win An Autographed Book!</p> <p>Corina's Book Giveaway!</p>	 <p>Find out more about us and how we can help you</p> <p>Rob Jackson Consulting Ltd</p>	 <p>Do you have a digital storytelling plan?</p> <p>Get the Nonprofit Digital Storytelling Workbook!</p>

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Conference Schedule

All sessions are in CST. Click on the session title to go to Zoom.

Thursday, May 13

11:00 am - 12:15 pm: [Stop. Look. Listen! - Taking Inventory of Yourself and Your Volunteer Program through Listening, Ashley English, Ph.D.](#)

Join TVMC as we welcome all guests to the conference and hear from our Thursday plenary speaker, Ashley E. English, Ph.D.

12:30 pm - 1:30 pm: [Breakout #1](#)

- [Understanding and Engaging Today's Volunteers](#), Rob Jackson, FRSA
- [Connection is the Key to Communication](#), Stephanie Canfield, CVA
- [Take Charge and Advocate for your Future](#), Cairn Reisch, CVA and Rachel Woodman
- [Inclusion: The Final Frontier of a Successful Volunteerism Strategy](#), Sam Santiago, CDE
- [UNT Volunteerism Survey Findings and Discussion](#), Brian Collins, Ph.D., HeeSoun Jang, Ph.D. and Laura Keyes, Ph.D., AICP

1:45 pm - 2:45 pm: [Peer to Peer Industry Networking](#)

Meet and discuss topics with other attendees from similar industries or with those that have common interests such as recruitment, retention and virtual volunteering. All sessions will begin in the Main Room and will go into breakout rooms. Breakout rooms will include:

- | | |
|--|--|
| • Recruitment | • Parks & Recreation / TPAW |
| • Volunteer Recognition and Retention | • Animal Welfare |
| • Best Practices in Virtual Engagement | • Arts, Culture and Museums |
| • Public Health | • Food and Sheltering |
| • Hospital and Clinical Services | • Senior Services |
| • Social Services | • Children's Services |
| • Government | • Emergency Services - Crisis/Disaster |
| • Education and Libraries | • Environmental |

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Thursday, May 13

3:00 pm - 4:00 pm: **Breakout #2**

- [Digital Inclusion Basics in Volunteer Engagement](#), Liza Dyer, CVA
- [People First: Communicating to Cultivate Thriving Volunteer Teams](#), Karen Reid, MA, CVA
- ["Real" Best Practices for Virtual Volunteers](#), Beth Steinhorn
- [Meaningful Alignment: Connecting Beyond our Differences](#), Susan Steinbrecher
- [Volunteer Engagement 101](#), Judy Shannon, MS, CVA

4:05 pm - 4:15 pm: [Day One Wrap Up and Reflections](#)

6:00 pm - 7:00 pm: [Virtual Networking Event](#)

Friday, May 14

9:00 am - 10:00 am: [The Emotionality of Servanthood, Dr. Stacia' Alexander, LPC-S](#)

The pressures of being a helping professional are gaining more attention now because a generous portion of the population is tasked with this endeavor now considering we are in the midst of a worldwide pandemic. In spite of the increased numbers in the profession, far too often people suppress how they are genuinely coping with their experiences just to push through the day. This address will highlight the danger zones of servant hood in terms of self-preservation and provide foundational skills for creating a balance based on four levels of accountability; spiritual, professional, relationships and self-care. Dynamic verbal and auditory content to keep the audience engaged with a personalized website to utilize after the presentation for continued use.

Stay in Zoom Room for Next Session

10:00 am - 11:00 am: [Prioritizing Preparedness in Your Program: Resilience through Disaster](#)

Hear from volunteer engagement professionals who were on the front lines during the COVID-19 response effort as well as the extreme weather experienced in Texas during 2021. Take lessons from panelists to bring back to your own organization as you prepare for the unexpected.

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Friday, May 14

11:15 am - 12:15 pm: Breakout #3

- Advisory Teams that Move the Needle: Nicole R. Smith
- Leading Strategic Change in the Social Services World, Dr. Jennifer Blalock
- Elevate Training to be Part of your Volunteer Engagement Strategy, Barry Altland, MAOL
- Hold 'Em or Fold 'Em: How to Inspire, Move or Fire Challenging Volunteers, Dana Litwin, CVA
- Remote Control: How to Successfully Manage in-Person Volunteers, While Working Remotely, Brittni Coe, CVA

12:30 pm - 1:45 pm: Awards and Keynote: Reshaping Our Rules of Engagement, Harnessing Volunteer Power to Fuel Recovery, Beth Steinhorn

Our sector has evolved over generations to leverage the changing landscape of volunteerism, but this past year has certainly delivered more change than ever before. The pandemic transformed how organizations attract, engage, and retain qualified volunteers. What lessons can we learn from the challenges introduced by the pandemic and what role will you, as a leader of volunteers play, in harnessing volunteer power to fulfill your mission in the years ahead? From online training and virtual volunteering to new approaches to retention and community-building across a hybrid workforce, join Beth Steinhorn in this exploration of how you can lead the way in rewriting the rules of engagement in this ever-changing world.

2:00 pm - 3:00 pm: Breakout #4

- Key Steps to Effective Volunteer Engagement in a Post-Pandemic World: Rethinking the Volunteer Engagement Cycle, Tracey O'Neill, CVA
- How to Drive Volunteer Engagement with Social Media, Julia Campbell
- Cast Your Net: Leveraging Technology in Volunteer Management, Laura Keyes, Ph.D. and Norman Dolch, Ph.D.
- Managing Up for Volunteer Managers, Susan Sanow, CVA
- Nurturing a Team in a Hybrid World, Beth Steinhorn

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Friday, May 14

3:15 pm - 4:15 pm: [Speaker Open House](#)

Speak one-on-one with speakers in individual rooms to dive deeper into specific questions, make connections and work through tricky situations. One room will be an info session for those interested in pursuing the Certified Volunteer Administrator (CVA) credential. All sessions will begin in the Main Room and will go into breakout rooms. Speakers participating include:

- Dr. Stacia' Alexander
- Barry Altland, MAOL
- Dr. Jennifer Blalock
- Julia Campbell
- Stephanie Canfield, CVA
- Liza Dyer, CVA
- Dr. Ashley English
- Dana Litwin, CVA
- Tracey O'Neill, CVA
- Karen Reid, MA, CVA
- Cairn Reisch, CVA & Rachel Woodman
- Susan Sanow, CVA
- Sam Santiago, CDE
- Judy Shannon, MS, CVA
- Nicole R. Smith
- Susan Steinbrecher
- Beth Steinhorn
- CVA Info Session, Corina Sadler, CVA

Stay in Zoom Room for Next Session

4:20 pm - 4:30 pm: [Farewell and Reflections from #TVMC2021](#)

See You Next Year!

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50th Anniversary

VOLUNTEER NOW



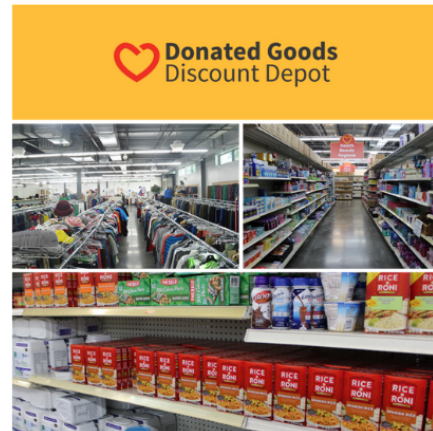
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