



ASSOCIATION FOR VOLUNTEER ADMINISTRATION

Strategic Plan 2004: Inspiring Excellence

Vision

A world where every volunteer is effectively led to change lives and communities.

Every volunteer, effectively led.

Mission

The Association for Volunteer Administration advances volunteerism and enhances quality of life locally and globally by engaging leaders of volunteers through professional development, networking, and quality products and services.

AVA: Inspiring excellence in leaders of volunteers.



ASSOCIATION FOR VOLUNTEER ADMINISTRATION

Strategies

- Build Better Governance
- Institute Active Advocacy
- Improve Member Products and Services
- Diversify Development Opportunities
- Enhance Research and Publication
- Strengthen Collaboration and Partnership

Build Better Governance

AVA's board will become broad-based and influential, and the association's staffing will grow in depth and in entrepreneurial spirit, so that AVA will attract the global leadership needed to support members, find funding, and advance the agenda of volunteerism.

Governance Strategies

- Evaluate By-Laws and other governance documents for alignment
- Strengthen board member understanding of governance
- New governance structure
- Evaluate board composition
- Examine all operating functions of board
- Current staff descriptions compared to future needs

Institute Effective Advocacy

AVA's local visibility and global influence will grow with policy-makers and mass media outlets, so that we are recognized for advocacy of volunteer initiatives, and the infrastructure and funding to support them.

Advocacy Strategies

- Mass media relations plan
- Monitor mass media for AVA response
- Strengthen/expand relationships with community development organizations
- UN recognition and representation
- Legislative channels
- Educate funders re volunteer management
- Enhance member ability to influence locally

Improved Products and Services

AVA will be the primary source of information about volunteer leadership and management, by developing a wider range of quality services and products that will expand our customer base and generate revenue.

Products/Services Strategies

- Modify membership structure
- Assess market for future needs
- Targeted market development plan
- ICVA materials turn into products/services
- Web site content
- Foreign licensing
- Consultant linkages are strengthened
- Product clearinghouse for members
- Produce media kit

Diversify Professional Development

AVA will be the preferred source for professional standards and education in volunteer resources management by creating and delivering diverse professional development opportunities that meet customer needs and generate revenue.

Professional Development Strategies

- ICVA redesign
- Volunteer management study and guide to best practices
- Collaborate around academic programs
- Blended learning opportunities
- AVA Academy for new markets
- Enhance accreditation and credentialing
- Attract expertise to benefit members

Enhance Research/Publication

AVA will be the preferred provider of information about volunteer resources management, by building a more comprehensive knowledge base through increased research, interpretation, and publication.

Research/Publication Strategies

- Communication plan based on gap analysis
- Link academic research to customers
- Knowledge base exchange with other associations/groups
- Expand utilization of current knowledge base in volunteerism
- Strengthen relationships with institutions with research capabilities

Stronger Collaborations/Partnerships

AVA will develop more effective leaders of volunteers by strengthening existing collaborations and partnerships and building new ones worldwide, so that AVA can deliver a wide range of services and products to a broader audience.

Collaboration Strategies

- Strengthen affiliated networks
- Develop new affiliated networks (DOVIAs, NOVAs)
- Association collaborations
- Identify champions of volunteerism
- Shared staffing with associations
- Governance from business and collaborative partners
- Multicultural collaborations to strengthen sensitivity and diversity