SESSION ONE
Growing Your Own: Components of a Great Youth Program
February 10, 2009
Youth volunteer programs must be planned, organized and conducted in consideration of the needs and requirements of the health care system. A successful youth volunteer program develops leadership skills and instills the qualities of servant leadership in our youth. This session covers the “how and why” of conducting a successful youth volunteer program. Recruitment, orientation, training, scheduling, staff involvement and overseeing the youth program will be discussed. Faculty: Nancy Williams, CAVS, MHA, Director of Volunteer Services, Columbus Regional Healthcare System.

SESSION TWO
Your Volunteer Newsletter: Making It an Ambassador for Your Program
February 24, 2009
Is your newsletter a great ambassador for your program, anticipated, or a true representation of your hospital and your volunteers? Do you know what legal and compliance issues must be considered in your editorial content? This session will include tips on writing using images for maximum effect, and what to consider in the areas of risk management and compliance. Faculty: Pat Dolan, CAVS, MBA, Director of Volunteer Services and Spiritual Care, Texas Children’s Hospital.

SESSION THREE
Developing a Background Check Program for Volunteers
March 10, 2009
This session will discuss why it is important for hospitals to screen volunteers and the basics of developing a volunteer screening program. Participants will learn how to maximize the value of volunteer screening packages and the different types of criminal record searches available. Additional services based on a volunteer’s responsibilities will be discussed, as well as interpretation of results, compliance and regulatory concerns. Faculty: Paul Dent, Owner and Founder, Hirease, Inc.

SESSION FOUR
Marketing Your Volunteer Program
March 24, 2009
Basic marketing concepts are critical in developing a viable, dynamic plan to promote your volunteer program and recruit volunteers. This session explains how business principles apply to volunteer marketing and the benefits of market research. Learn what elements comprise the 4 P’s of marketing and how to incorporate them into your strategic plan. Faculty: Barbara Boucher, Director, Volunteer Services, The Methodist Hospital.

SESSION FIVE
Focusing on the Health Benefits of Volunteering as a Recruitment Strategy
April 7, 2009
Helping others has real health benefits. This session will discuss the findings of international studies linking health benefits with volunteering. Learn to identify and understand the potential volunteer market and develop motivational strategies to attract those volunteers in this session. Faculty: Judy Looman Swinson, CVS, Director of Volunteer Services, St. Mary’s Good Samaritan, Inc.

FACULTY
Nancy Williams, CAVS, MHA
Nancy Williams has been with her hospital for 29 years and the Director of Volunteer Services for the past 20 years. She has a master’s in Healthcare Administration from Troy State University and a bachelor’s in Business Administration from Columbus State University. She is a true advocate for volunteerism.

Pat Dolan, CAVS, MBA
Pat Dolan is the Director of Volunteer Services and Spiritual Care at Texas Children’s Hospital where she has been with since 1996. Before that, she was Founder and Director of The Children’s Clinic at Northwest Assistance Ministries, a primary medical care clinic for indigent children.
Paul Dent
Paul Dent established Hirease, Inc. in 2002 with the vision of partnering with companies to give them access to the technology, tools, resource, and information to make hiring decisions faster and smarter. After many years in the human resource industry, Mr. Dent saw a need for a different kind of company with a customer centric focus and desire to do business with integrity. Today, Hirease is one of the leading pre-employment screening companies in the industry, offering an array of employment screening, drug testing and compliance services of all shapes and sizes.

Barbara Boucher
Barbara Boucher is Director of Volunteer Services at The Methodist Hospital in Houston, Texas. She has a passion for teaching volunteer administrators how to incorporate professional business and marketing principles into volunteer program management, establish their department as a relevant business unit within their organization, fulfill their business purpose by supporting their organization’s vision and mission, and achieve the recognition they deserve as managers of a decidedly complex operation. Her education, experience and expertise bring real world applications of professional business and marketing strategies to the volunteer arena.

Judy Looman Swinson, CAVS
Judy Looman Swinson is the Director of Volunteer Services at St. Mary’s Good Samaritan, Inc., Mt. Vernon, Illinois. A native of Virginia, Ms. Looman Swinson has 28 years of experience in health care. Her expertise is in customer service and volunteerism. In 1998, Ms. Looman Swinson developed the first service quality program at St. Mary’s Hospital, Centralia, Illinois. She is also actively involved in a certified pet therapy team for her organization and in other rehab settings.

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