

# The CVA Credential: *A Mark of Excellence*

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[www.cvacert.org](http://www.cvacert.org)

May 2016



## Logistics

- Maximize your screen
- Type your questions in the Chat box. We'll answer immediately or later in the webinar.
- Participate in the polls
- This webinar is being recorded. If you miss any part you can access the recording at [www.VolunteerWisconsin.org](http://www.VolunteerWisconsin.org)





A coalition of local, regional and state organizations committed to serving as the state umbrella organization dedicated to volunteerism.

- Volunteer Matching Website
- Volunteer Wisconsin AmeriCorps
- Promotion, Recognition and Support



[www.VolunteerWisconsin.org](http://www.VolunteerWisconsin.org)



## Today's Presenter: Teri-Gene Conlin

- ▶ Began working in volunteer management at a New York radio station in 2011
- ▶ Current Volunteer Coordinator for the City of Eau Claire
- ▶ Chippewa Valley Volunteer Coordinators Association President
- ▶ Wisconsin Volunteer Coordinators Association Secretary
- ▶ ALIVE Board Member (Association of Leaders in Volunteer Engagement)
- ▶ Received her CVA in 2015



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## Agenda

- History of the CVA credential
- Body of Knowledge and Competencies
- Professional certification vs. certificate
- Eligibility, Application and Fees
- The CVA Exam
- Resources and Candidate Support
- Renewal requirements
- Benefits of certification

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## History

- **Early 1980's:** First competency-based, international certification developed by Association for Volunteer Administration: *CVA (Certified in Volunteer Administration)*
- **2000:** Revision to update competencies & align with national certification standards
- **2006:** AVA dissolves. CCVA established as new home for CVA credential and "*Professional Ethics*" material
- **2010:** CCVA also assumes management of certification program for volunteer resource professionals in U.S. healthcare settings
- **2016:** Cumulative 1600+ CVAs awarded in 10 countries

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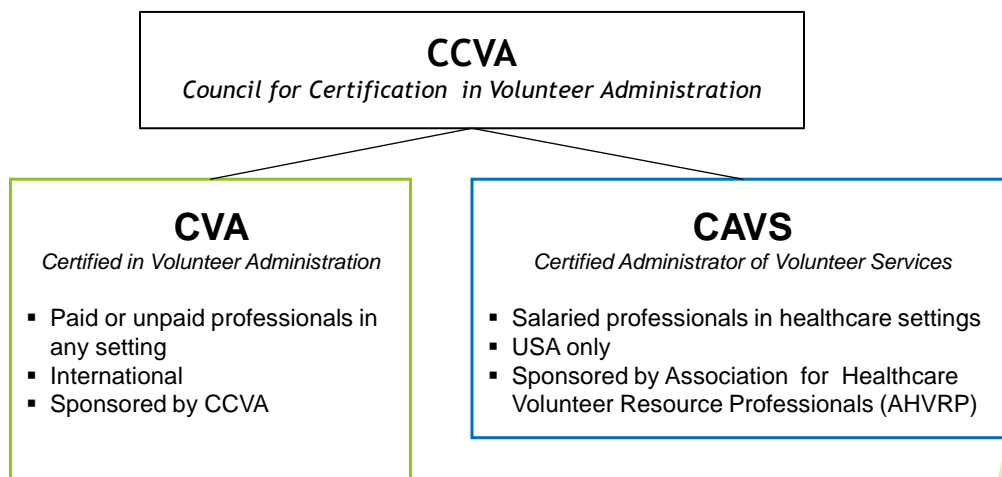
## CVA Supporters

- Association of Leaders in Volunteer Engagement (ALIVE)
- Energize, Inc.
- Habitat for Humanity International
- Idealist.org
- International Association of Volunteer Efforts (IAVE)
- International Volunteer Managers Day
- National Assoc. of Volunteer Programs in Local Government (NAVPLG)
- National Human Services Assembly
- Points of Light
- The Aging Network's Volunteer Collaborative
- United Way Worldwide
- Volunteer Canada
- Volunteer Management Professionals of Canada (VMPC)
- VolunteerMatch
- Volunteer Today

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## Two Certifications



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# CCVA Job Task Analysis

- 2014 task force of CVAs (U.S. and Canada)
- Adoption of The Canadian National Occupational Standards for Managers of Volunteer Resources (2012) as highly credible, current foundation
- International survey of practitioners (850+ responses)
- New Body of Knowledge and Competency Framework released Spring 2015

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# 2015 Body of Knowledge and Competency

<http://cvacert.org/resources-and-media/>

## *Unique Tasks:*

- Plan for Strategic Volunteer Engagement
- Advocate for Volunteer Involvement
- Attract and Onboard a Volunteer Workforce
- Prepare Volunteers for their Role
- Document Volunteer Involvement
- Manage Volunteer Performance and Impact
- Acknowledge, Celebrate and Sustain Volunteer Involvement

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## 2015 Body of Knowledge and Competency

### Enabling Knowledge:

- |                                      |   |
|--------------------------------------|---|
| ▪ Budget and Financial Analysis      | ▪ Needs Assessment                      |
| ▪ Collaboration Principles and Tools | ▪ Partnership Development               |
| ▪ Communication Methods & Principles | ▪ Policies and Procedure Development    |
| ▪ Community Needs                    | ▪ Project Management                    |
| ▪ Volunteer Motivations              | ▪ Public Relations                      |
| ▪ Evaluation                         | ▪ Record Keeping                        |
| ▪ Ethics                             | ▪ Recruitment Principles and Strategies |
| ▪ Goal and Objective Setting         | ▪ Research Methods                      |
| ▪ Human Resource Laws                | ▪ Risk Management                       |
| ▪ Training Design                    | ▪ Strategic Planning                    |
| ▪ Marketing                          | ▪ Screening and Placing Volunteers      |

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## 2015 Body of Knowledge and Competency

### Enabling Skills:

- |   |   |
|---|---|
| ▪ Use Interpersonal Skills to Build Relationships | ▪ Share Stories to Illustrate a Point   |
| ▪ Ensure a Fair and Inclusive Work Environment    | ▪ Present to Groups                     |
| ▪ Develop and Disseminate Written Communications  | ▪ Analyze Data and Make Recommendations |
| ▪ Analyze Work and Delegate Tasks                 | ▪ Convey Enthusiasm for Volunteerism    |
| ▪ Facilitate Training Activities                  | ▪ Resolve Conflict                      |
|   | ▪ Motivate Others                       |

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## A Multi-Purpose Resource

- ▶ Basis for certification programs
- ▶ Curriculum development by trainers and educators
- ▶ Holistic framework for new practitioners
- ▶ Hiring and capacity-building tool for H.R. managers and executives
- ▶ Guidance for individual professional development

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## The CVA Credential

**IS...** Universal, applicable to all settings  
 Competency-based certification  
 Developed by peers  
 Voluntary  
 Internationally accessible

**IS NOT...** A “how to” course or class  
 An education-based certificate of completion  
 Linked to a specific college or university

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## Candidate Eligibility

- Minimum of 3 years experience (paid or unpaid)
- At least 30 % of current position related to volunteer resources management
- Documented educational and experiential readiness

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## How To Apply

- Applications accepted continuously
- Download Application and Certification Handbook
- Include resume and one letter of professional recommendation
- Submit via email or postal mail
- All materials must be submitted before review by CCVA. Incomplete applications not accepted.

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## 2016-17 FEES

- Regular fee: \$350 US
- Member discounted fee: \$315 US
  - Points of Light - HandsOn
  - Association of Leaders in Volunteer Engagement
  - Volunteer Canada
  - VolunteerMatch
  - Volunteer Management Professionals of Canada
  - Habitat for Humanity International
  - National Association for Volunteer Programs in Local Government
- Exam re-sit fee: \$95 US
- CVA Renewal fee: \$175 US

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## The CVA Exam

- 100 multiple choice questions to assess:
  - *Knowledge: recall of facts, concepts, procedures*
  - *Application: ability to apply knowledge to situations and scenarios*
- 10 Field Test questions (not scored)
- All questions based on Body of Knowledge and Competencies
- All questions equally weighted
- Two hours to complete the exam (computer based testing)
- Scored on a pass/fail basis

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## The CVA Exam

- Delivered via computer using Pearson VUE global network of testing centers with on-site proctoring
- Candidates schedule their own exam
- Exam Schedule:

**Spring Exam Window**  
Early April

**Application Deadline**  
March 15

**Fall Exam Window**  
Early October

**Application Deadline**  
September 15

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## Exam Reference Materials

- Exam content not based on memorization of any particular book or reference.
- Self-study focused on gaps in your knowledge and/or experience
- Sample references:

Volunteer Administration: Professional Practice. (1<sup>st</sup> or 2<sup>nd</sup> edition)  
<http://cvacert.org/resources-and-media/ccva-textbook/>

Ellis, Susan. From the Top Down. (1996)  
[www.energizeinc.com/store/](http://www.energizeinc.com/store/)

e-Volunteerism - The Electronic Journal of the Volunteer Community  
<http://www.energizeinc.com/store/>

Professional Ethics in Volunteer Administration (free)  
<http://www.cvacert.org/professional.htm>

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## Candidate Support

- Comprehensive CVA Certification Handbook
- Self-Assessment tool
- Local study group or study-buddy
- Connections with CVAs near you or in similar settings
- Sample test questions (not intended as a major study tool)
- FAQ's
- Visit <http://cvacert.org/cva-candidates/>

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## Award of CVA Status

- Use of CVA designation
- Certificate
- Media release
- Announcement letter
- CVA Registry on website
- Invitation to join committees
- Lapel pin

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## Certification Renewal

- Required every 5 years
- Must earn 35 Professional Development Units (PDUs) per 5-year recertification cycle
- Demonstrate learning, professional growth, leadership
- Maximum flexibility, minimum time to track
- Details and tracking forms provided

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## Benefits of Certification

- Increased confidence
- Enhanced credibility
- Learning through self-assessment
- Increased commitment
- Transferable validation of knowledge and skills

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## Benefits of Certification

- Affirmation of current practice
- Demonstrated organizational commitment to excellence
- External validation of professional competencies and leadership potential
- Connections to other like-minded peers!

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## Hear From Your Peers

Thoughts and advice from current CVAs...

*Why did you pursue this credential?*

*What did you gain from the process?*

*How did you decide you were ready?*

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## Are YOU Ready?

- 3+ years of experience
- More years of experience does not mean you have a better chance of success
- This is NOT about memorizing what you read
- Emphasis on understanding universal principles and concepts of effective practice
- Professional certification is a rigorous process requiring time and focus

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Thank you! Please complete the evaluation.

## Council for Certification in Volunteer Administration (CCVA)

P.O. Box 467, Midlothian, VA 23113

P: +1 (804) 794-8689

E: [info@cvacert.org](mailto:info@cvacert.org)

W: <http://cvacert.org>

Webinar Questions? - Contact

[Teri-Gene.Conlin@EauclaireWi.Gov](mailto:Teri-Gene.Conlin@EauclaireWi.Gov) regarding this webinar

[Kaiser.Shelly@marshfieldclinic.org](mailto:Kaiser.Shelly@marshfieldclinic.org) regarding the series

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## The CVA Professional Credential

Certified in Volunteer Administration (CVA) is an international professional certification in the field of volunteer resources management. Sponsored by the Council for Certification in Volunteer Administration (CCVA), this credential recognizes practitioners who meet specified standards as measured through an examination developed by their peers. Successful candidates who earn the credential may use the designation “CVA.” An international CVA registry is maintained and publicly available on the CCVA web site: <http://cvacert.org/resources-and-media/cva-registry/>

Unlike *certificate* programs that involve classes or courses, the CVA is a competency-based professional certification program. Intended for those with a strong foundation in volunteer administration, it is a self-study program that measures an individual’s “knowledge-in-use” — the application of knowledge and skills as documented by a current competency framework. The certification exam assesses a candidate’s ability to structure tasks, process ideas, and solve problems related to volunteer engagement.

### The CVA certification is:

- open to paid and non-paid individuals from all types of organizations
- grounded in a current body of knowledge, identified and validated by a Job Analysis process
- a defining standard of excellence and professionalism in the leadership and engagement of volunteers
- internationally recognized, and open to anyone who is comfortable reading and testing in English
- renewable every five years by earning Professional Development Units (PDUs) via a wide variety of activities. More details at: <http://cvacert.org/current-cvas/renewal/>

## Core Competencies

Individuals pursuing the CVA credential are expected to demonstrate successfully the knowledge needed to effectively lead and manage volunteer engagement. Seven core competencies serve as a foundation for this profession, regardless of the setting or type of organization where volunteers are engaged.

### Seven Competencies of Volunteer Administration

- ✓ Plan for Strategic Volunteer Engagement
- ✓ Advocate for Volunteer Involvement
- ✓ Attract and Onboard a Volunteer Workforce
- ✓ Prepare Volunteers for their Roles
- ✓ Document Volunteer Involvement
- ✓ Manage Volunteer Performance and Impact
- ✓ Acknowledge, Celebrate and Sustain Volunteer Involvement

More information about the 2014 Job Analysis and this competency framework is [available on the CCVA website](#).

## The Value of CVA Certification

### Benefits for the individual practitioner:

- clarifies and articulates personal values and professional ethics
- identifies areas of skill or knowledge you would like to strengthen
- assesses personal expertise against standards of performance
- enhances self-esteem through peer recognition
- increases confidence in problem-solving skills
- increases personal and professional credibility
- demonstrates the transferability of your knowledge, skills, and abilities
- reinforces your commitment to professional excellence
- may enhance your employability and/or your position in the organization

### Benefits to organizations/agencies/employers:

- demonstrates a commitment to excellence in the management of volunteer resources
- improves credibility and community image
- increases organization's understanding of volunteer resources management
- assesses employee’s application of core competencies
- identifies and documents leadership potential

*"Going through the CVA certification process gave me an incredible sense of validation for the work that I have done, along with a deeper understanding of a worldwide body of professionals who believe and promote the same core values of volunteerism that I do."*

*Becci J. Terrill, CVA  
Shepherds Ministries, Inc.  
Union Grove, WI*

## The CVA Exam

The CVA exam will be administered by computer by CCVA's testing vendor, Pearson VUE, with more than 8,000 testing centers in 160 countries. Candidates for the CVA exam will have up to 2 hours to answer a total of 110 multiple-choice questions.

The CVA Exam is based on the CCVA Body of Knowledge and Competency, and contains two types of questions:

- **Knowledge:** Knowledge questions recognize specific information and facts that do not vary by situation.
- **Application:** Application questions require comprehension, interpretation, or manipulation of concepts or data. Questions may require recognition of more than one element or concept and the ability to apply knowledge to a specific situation.

There are two 2-week exam windows during the year when the CVA exam is offered. Applications are accepted on a continual basis, however there is a deadline for each exam window.

**2016 REGISTRATION OPENS: OCTOBER 1, 2015**

Exam Window #1: April 4-15, 2016  
Application Deadline: March 15, 2016

Exam Window #2: October 3-14, 2016  
Application Deadline: September 15, 2016

## 2016 Fees

- Regular Application Fee: \$350 USD
- Member Discount Application Fee: \$315 USD available for members of Points of Light, ALIVE, VolunteerMatch, VMPC, NAVPLG, Habitat for Humanity International, and Volunteer Canada

## Candidate Support

CCVA offers a number of resources to support CVA candidates while they pursue certification. Current candidates are encouraged to visit the [CVA Candidates](#) section of the website to find information about these and other resources.

- *Self-assessment* tool to evaluate one's own level of knowledge and experience with each core competency
- *Listserve* to facilitate communication among candidates
- *Individual informal support* from CVA certifiants
- *Suggested references* for reading and self-study
- Access to *local or virtual study groups*
- *Sample exam questions*

## Exam Eligibility

In order to be eligible to sit for the CVA exam, individuals must document activity related to education, professional experience, and examples of their activity related to at least five of the core competencies.

Applicants must document the equivalent of at least three years of full-time volunteer resources management experience. A minimum of 30% of an applicant's current position must be related to volunteer resources management.

In addition to the application form, applicants must also submit a resume and one letter of professional recommendation from a supervisor, colleague, or current CVA certificant who is familiar with the applicant's recent work with volunteers.

## How to Begin

Visit [www.cvacert.org](http://www.cvacert.org) to download the **2016 CVA Certification Handbook** containing complete details and the application form.

Questions? Contact CCVA at 804-794-8689 or [info@cvacert.org](mailto:info@cvacert.org)

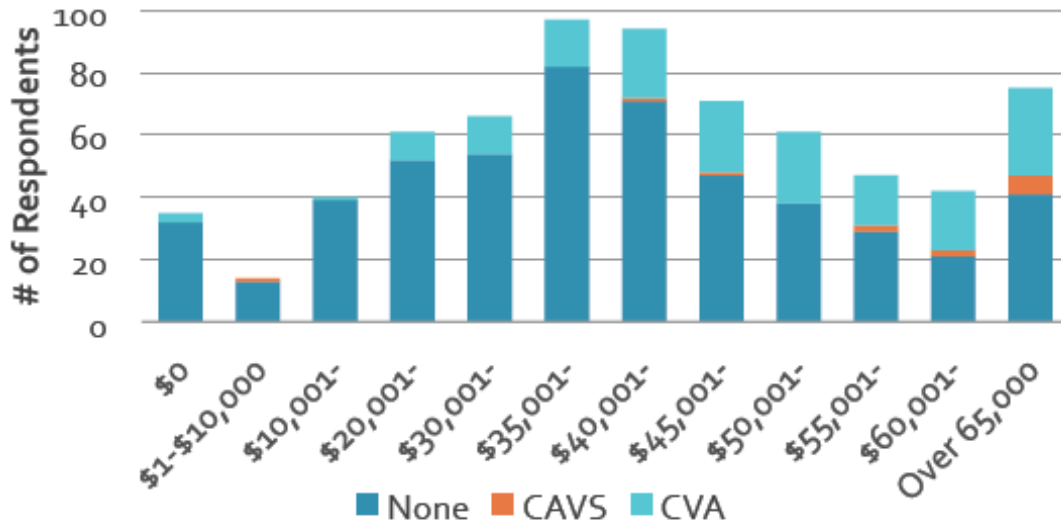
*"I have learned so much by taking time to get certified and have made several improvements to our processes. Going through this program has given me more confidence as a volunteer administrator."*

*Lee-Ann Scott, CVA  
Network for Education, Ottawa, ON*

# + Salary Variables

In addition, there appears to be little correlation between professional certifications and salary, except with the CAVS certification at salaries of over \$65,000.

Annual Salary x Certification



Annual Salary	CVA	CAVS	None
\$0 (Volunteer)	2%	0%	6%
\$1-\$10,000	0%	8%	3%
\$10,001-\$20,000	1%	0%	8%
\$20,001-\$30,000	5%	0%	10%
\$30,001-\$35,000	7%	0%	10%
\$35,001-\$40,000	9%	0%	16%
\$40,001-\$45,000	13%	8%	14%
\$45,001-\$50,000	13%	8%	9%
\$50,001-\$55,000	13%	0%	7%
\$55,001-\$60,000	9%	15%	6%
\$60,000-\$65,000	11%	15%	4%
Over \$65,000	16%	46%	8%