

In This Issue:
“Insight through Innovation, and Innovation through Insight”

*Without tradition, art is a flock of sheep without a shepherd.
Without innovation, it is a corpse.*

(Winston Churchill)

I would argue that the successful management of today’s volunteer programs involves the innovative use of tradition, and the traditional use of innovation.

Many of the “traditional” practices and procedures fundamental to our profession today are practically identical to when they were first suggested in the 1970’s by pioneers such as Marlene Wilson and Ivan Scheier (e.g., basic components of the management of volunteers, written volunteer position descriptions, volunteer training formats, etc.) Indeed, such longstanding “traditional” aspects of the management of volunteers continue today to provide much needed continuity to our profession and have withstood the test of time in “shepherding” a profession that was newly-recognized in the late 20th century into a new century and millennium.

However, such “traditions” were considered major “innovations” upon their initial introduction to the non-profit sector, and through the years have continued to evolve and adapt so as to address the emerging needs of contemporary societies across the decades. While volunteer recruitment has always been a fundamental concept in the management of volunteers, myriad recruitment approaches are routinely used today that could never have been imagined in the 1970’s (e.g., the internet, Public Service Announcements on public television networks, podcasts, etc.) Who would have ever thought that managers of volunteers would one day be developing written position descriptions for virtual volunteers, or posting such descriptions to cyber chat rooms? And the Web has created an entire new universe for volunteer training opportunities that may be easily targeted for a highly specific target volunteer audience, yet accessible 24/7. Consequently, this issue of *The International Journal of Volunteer Administration* focuses upon insights and innovations as related to the successful management of contemporary volunteer programs.

Six outstanding *Feature Articles* begin with a holistic and thorough review of literature by Australian researchers Andrea M. Petriwskyj and Jeni Warburton addressing motivations for and barriers to volunteering by seniors. With the improved health and increasing longevity of individuals in most developed countries, senior citizens will continue to grow in importance as potential volunteers. Beverly B. Hobbs’ timely article focuses upon engaging another fast-growing ethnic group in the United States as volunteers - Latinos. She concludes that, “To successfully engage volunteers from a culturally diverse audience, volunteer administrators must adopt a culturally responsive approach, that is, one that reflects an acknowledgement, appreciation, and acceptance of the differences associated with the culture.” Kieran Mathieson’s article on using information technology (IT) volunteers succinctly points out what many managers of volunteers already realize yet constantly struggle with: “Volunteer Organizations tend not to use information technology to the extent they could, and so don’t receive the benefits it offers”. He subsequently examines specific challenges regarding using IT volunteers, including limits in availability, expertise, commitment, organizational knowledge, and equipment

ownership. Two *Feature Articles* address the ever-evolving interface between contemporary non-profit organizations and individual volunteers. Charles J. Hobson and Kathryn Heler use an innovative model to explore the concept of “volunteer friendliness” in non-profit agencies, and Richard D. Waters and Denise Bortree introduce a short questionnaire they may be used by volunteer resource managers to better understand organizational relationships with volunteers focusing on the concepts of trust, satisfaction, commitment, and power balance. Finally, Lucas C.P.M. Meijs and Jeffrey L. Brudney introduce a new metaphor of volunteer involvement based upon that of a slot machine, and guide the reader in consciously seeking to generate “winning” volunteer scenarios.

In *Tools of the Trade*, readers are introduced to two newly emerging professional organizations for managers of volunteers and administrators of volunteer programs. Rita Chick and Joanna Johnson discuss the Congress of Volunteer Administrator Associations (COVAA), and Celeste Sauls-Mark describes the Association of Volunteer Resource Managers (AVRM). Katherine (“Katie”) H. Campbell describes the Certified in Volunteer Administration (CVA) credentialing program, and Harriett C. Edwards contributes a *Resource Review* of Betty Stallings’ “new and improved” *Training Busy Staff to Succeed with Volunteers: The 55-Minute Training Series* (2007, Philadelphia, PA: Energize Inc.)

Linda A. Strieter and Virginia Powell contribute *Ideas That Work* focused upon “Successful Methods and Positive Outcomes for 4-H Volunteer Evaluation” in New Jersey, and Bishnu Hari Bhatta provides *Editorial* insights into volunteerism and the management of volunteers in contemporary Nepal.

From The JOVA Annals features four articles focused upon the management of volunteers, yet published previously in *The Journal of Volunteer Administration*: “Personal Capacities for Volunteer Administrators: Drawing Upon the Past as We Move Into the Future” by R. Dale Safrit and Mary Merrill (originally published in 1999); “Dollar Value of Volunteer Time: A Review of Five Estimation Methods by Paula M. Anderson and Mary E. Zimmerman (originally published in 2003); “Barriers to the Development of Volunteer Leadership Competencies: Why Johnnie Can’t Lead Volunteers” by Barry L. Boyd (published originally in 2004); and “The Volunteer and Staff Team: How Do We Get Them to Get Along?” by Nancy Macduff and F. Ellen Netting (first published in 2005).

We hope this issue of *The International Journal of Volunteer Administration* will provide the reader with practical and thought-provoking insights so that managers of volunteers may continue to successfully bridge tradition with innovation in greater service to the global volunteer community.

R. Dale Safrit, Ed.D.
Editor-In-Chief