



2009-2012 Strategic Plan

OUR VISION

We envision a world where skilled and competent leaders effectively engage volunteers to serve and enrich their communities.

OUR MISSION

CCVA promotes and certifies excellence in volunteer administration to advance the capacity of communities to effectively engage volunteers.

OUR VALUES

- **LEADERSHIP:** We champion the spirit of volunteering and growing skilled leaders in the field of volunteer administration. We foster an ethos of transparency, fiscal soundness, and ethical operations.
- **COLLABORATION:** We identify global wisdom and expertise in volunteer administration to develop international partners and candidates. Collaboration and inclusivity are our modus operandi, and consensus is our preferred decision-making tool.
- **EXCELLENCE:** We balance the application of research with the reality of effective practical application in volunteer administration settings. We act in the spirit of good will, and the presumption of good will in others.

OUR STRATEGIC GOALS

I. Uphold the CVA credential as the international standard of excellence

Objective: **Increase the number of CVA candidates by 25% each year with a target of 450 by 2012**

Objective: **Explore sub-sector specializations and cultural adaptations to address the needs of specific groups of practitioners**

Objective: **Map the global landscape of certification programs related to volunteer administration**

Objective: **Build strong relationships with CVA certificants**

Objective: **Maintain high standards of program management**

II. Serve as an educational resource for practitioners and instructors in the field

Objective: **Publish and disseminate the textbook**

Objective: **Establish the CCVA body of knowledge as a foundation for courses and training in the field**

Objective: **Publish articles and white papers on the profession**

III. Advocate for ethical practices in volunteer administration

Objective: **Maintain current, relevant materials related to professional ethics**

Objective: **Offer webinars, workshops and articles on professional ethics**

Objective: **Include ethics as a part of strategic alliances and partnership agreements**

IV. Enhance CCVA's capacity, visibility and sustainability

Objective: **Ensure strong governance and board leadership**

Objective: **Increase visibility and position as a leader in the field**

Objective: **Ensure adequate staffing capacity to support growth**

Objective: **Prepare for future resource needs**