



**Corporate
Volunteerism
Council**

**Annual Report
1983**

President's Message

The 1983 Annual Report of the Corporate Volunteerism Council (CVC) provides our membership and the general public with a summary of our objectives, activities and accomplishments. Over the past few years, we have experienced significant growth, credited to the active involvement of CVC members. This involvement enabled us to expand our activities and develop new programs while continuing to meet ongoing needs for exchanging information among corporate volunteer managers.

CVC was founded to:

- promote corporate volunteerism by emphasizing its value to corporations and the community
- aid communication between corporations and the nonprofit sector
- assist in the professional development of corporate volunteer coordinators
- identify opportunities for employee involvement in the community
- serve as a resource for companies developing corporate volunteer programs.

During 1983, CVC presented monthly programs to members and guests to help build management skills and develop better understanding of community needs. Our resource book *Volunteerism Corporate Style* received world-wide attention and is being used by United Way, Junior Leagues and Voluntary Action Centers, as well as corporations in the United States, Great Britain, Canada and Australia. CVC's partnership project with the American Refugee Commit-

tee, helping match corporate volunteers with refugees needing assistance, won the Chamber of Commerce Keystone Award for creative community partnerships.

We take special pride in the increased cooperation and communication among members - both corporate and associate - and the fact that we have helped each other realize common objectives and find solutions to common problems.

Never satisfied with the present, CVC began a thorough examination of our short history and of our role in the community. We developed new goals and objectives for the coming years which are more ambitious than in the past. During 1984, we will continue to examine our organization to insure that we effectively serve our members and that we continue to strengthen our ability to respond to community needs.

Merry Moen-Keefe

Northwestern Bell
1983 CVC Chair



Merry Moen-Keefe

Program Committee

The Program Committee planned and conducted monthly activities for CVC members during 1983. Program development, professional and skill development and presentations of individual company volunteerism projects/programs were major components of the 1983 programming. As special events, CVC conducted the Meyer Briggs personality type indicator test and evaluation; featured nationally known speaker on volunteer motivation, Sue Vineyard, and local public affairs columnist, Leonard Inskip; and held a holiday social for members and guests at the Minneapolis Institute of Arts.

Monthly activities included:

January

Linking Volunteer & Contribution Programs: Merrill Blaskey, NSP; Ellis Bullock, Jostens; Mary Piccard, St. Paul Companies; and Jan Schwanz, Medtronics.

February

Refugee Emergency Translated Phrases Handbook: Jill Ragatz, Honeywell, Coordinator; Kitty and Wayne Garnett, Authors

March

Volunteer Recognition Ideas Roundtable: Peter Bruce, McComb & Associates, Discussion Leader

April

Volunteer Motivation: Sue Vineyard, nationally known volunteer management consultant and author.

May

Professional Development for Volunteer Coordinators: Laura Lee Geraghty, Minnesota Office of Volunteer Services (MOVS).

June

Employee Interest and Participation Surveys: Bill Scholer, Cray Research; Jan Mueller, St. Paul Voluntary Action Center; Dave Ginkel, 3M; Linda Reed Spiess, Sperry; Roberta Boelter, First Bank Minneapolis; Debbie Boyles, Land O' Lakes, and Jim Hield, Cargill.

July

Meyer-Briggs Type Indicator Evaluation: Karen Hemphill, Honeywell

August

Report on National CVC Conference: Jan Thies, Burlington Northern; Connie Schilling, General Mills; Laura Lee Geraghty, MOVS; Jill Ragatz, Honeywell; Roberta Boelter, First Bank Minneapolis and Kathie O'Connor, Pillsbury.

September

Program Development: Donna Alberts, Volunteer Management Consultant; Kate Jowett, United Way's Voluntary Action Center.

October

Marketing Your Program: Barbara Schmidt, Norwest Bank St. Paul

November

Linking Public Relations and Volunteerism: Leonard Inskip, Minneapolis Star & Tribune

December

Holiday recognition of 1983 committee chairs and introduction of 1984 Steering Committee: Special guests, Governor Romney, Chairman, and Ken Allen, Executive Director, of VOLUNTEER; National Center for Citizen Involvement.

To serve companies with emerging, as well as established, volunteer programs the committee appointed monthly program chairs from companies with new programs as well as those more established programs.

In the fall of 1983, the Program Committee conducted a survey of CVC member program interests. Responses from 19 corporate and six associate members provided suggestions for meeting topics.

Volunteer Recognition, Recruitment Techniques, Tailoring Programs to Fit Corporate Interests/Employee Interests, Discussing Program Experience.

Respondents preferred a mix of meeting formats: lecture, roundtable and small group, with a meeting length of 90 minutes, scheduled early in the morning and located in downtown Minneapolis or alternating between the two downtowns was preferred.

Approximately half of the respondents expressed a need by their company for board member training.

Program Committee Members - 1983

Peter Bruce, McComb & Associates, *co-chair*

Jan Thies, Burlington Northern, *co-chair*

Laura Lee Geraghty, MOVS

Debbie Boyles, Land O' Lakes

Kate Jowett, United Way's Voluntary Action Center

Barbara Schmidt, Norwest Bank, St. Paul

Dave Carlson, Soo Line

Jill Ragatz, Honeywell

Bill Scholer, Cray Research



Peter Bruce



Jan Thies

Special Projects

In addition to monthly program meetings, CVC worked on special projects throughout the year. These included:

CVC/ARC Partnership

Merry Moen-Keefe, Northwestern Bell, *Coordinator*

CVC formed a partnership with the American Refugee Committee to help them develop their new Domestic Volunteer Program. CVC helped coordinate recruiting sessions at seven corporations - Northwestern Bell, Honeywell, First Bank Minneapolis, Control Data, General Mills, Gelco and St. Paul Companies and organized a volunteer orientation for new corporate volunteers. As of December, 1983, 16 corporate volunteers had been matched with Southeast Asians needing assistance in becoming successful members of our community. Others are in the process of being matched with a goal of 50 by the end of 1984. CVC representatives have spent time planning the program, recruiting volunteers and assisting in raising \$102,000. In-kind contributions have included writers and graphic artists for the program's new newsletter "Global Partners", facilities and supplies, orientation sessions, mailings and other promotional assistance.

Personal experiences of corporate volunteers have been positive and they are becoming the best recruiters for the program. Most expected that the first months would be spent building trust and understanding, but many report that they are already involved in assisting their new friends with English, finding new places to live, filling out tax and education forms. As expected, volunteers are gaining an education about other cultures, and they are bringing this new understanding back to the work place.

Corporate Retiree Volunteer Project Roundtable

Donna Anderson, VIE, *Chair*

CVC supported the development of the Corporate Volunteer Project Roundtable, designed and implemented by VIE, a project of the Junior League of Minneapolis. The Roundtable is a forum of all interested

managers or prospective managers of corporate retiree volunteer programs in the Twin Cities, corporate retiree volunteers, members of CVC and members of VIE. The Roundtable meetings are hosted by CVC member corporations. As of December, 1983, the following corporations were involved: First Bank Minneapolis, General Mills, Honeywell, Minneapolis Star & Tribune, Norwest Bank Minneapolis, Onan, Pillsbury, Rosemount, St. Paul Companies, Sperry and 3M. In the fall of 1983, VIE designed and held a six week course introducing the group to community needs and discussing ways to organize retiree volunteer programs. Michael Murray, President of Creative Interchange, Arlington, Texas, spoke to the group on leadership and creativity at its final workshop in November.

To Care Premier

Jill Ragatz, Honeywell, *Coordinator*

CVC organized the area premier of the Independent Sector's film *To Care*, and used the event to introduce CVC's publication *Volunteerism Corporate Style* to community and corporate leaders around Minnesota. Promotion for the movie and the book were sent to corporations and nonprofit organizations. More than 200 people attended the event.

National Council on Corporate Volunteerism

Eight representatives of CVC attended VOLUNTEER's National Convention on Citizen Involvement and the National Council on Corporate Volunteerism (NCCV) annual meeting at Stanford University, California. Workshops and roundtables were conducted by Roberta Boelter, First Bank Minneapolis; Merry Moen-Keefe, Northwestern Bell; Jill Ragatz and Ron Speed, Honeywell; Connie Schilling, General Mills, and Laura Lee Geraghty, MOVIS. Jill Ragatz was elected Vice Chair of NCCV and Roberta Boelter was elected Regional Director.

Communications Committee

The Communications Committee coordinated media relations and designed recognition materials for CVC in 1983. The committee helped make the resource book *Volunteerism Corporate Style* a reality and also assisted in the production of the CVC newsletter. Specific committee accomplishments include:

1. Coordinated production, release and distribution of *Volunteerism Corporate Style*. Designed and distributed an information sheet on the book and a brochure on CVC. More than 300 copies of the book were sold in the United States, including Alaska and Hawaii. Books were also sold to corporations in Great Britain and Australia.
2. Produced a regular newsletter *CVC Response* and distributed it nationwide to communicate new developments in corporate volunteerism in Minnesota.
3. Developed successful promotion for the CVC program on refugee needs and for the release of the *Emergency Translated Phrases* book. The event received both TV and newspaper coverage.

4. Designed and distributed to all CVC members a National Volunteer Week poster for use in recognizing employees.

Communications Committee Members - 1983

Linda Reed Spiess, Sperry, *Chair*
Jackie Armstrong, Prudential, *CVC Response editor*
Merry Moen-Keefe, Northwestern Bell
Alice Reimann, IDS
Jill Ragatz, Honeywell



Linda Reed Spiess

Membership Committee

During 1983, the Membership Committee helped promote new membership in CVC, encouraged active participation by present CVC members and maintained records of CVC participation. Committee accomplishments include:

1. Recruited three new members: Farm Credit Banks of St. Paul, Dyco Petroleum, and B Dalton Book-sellers. Contacted and sent information packets to several other corporations.
2. Accepted into Associate Membership: VIE, a project of the Junior League and Retired Seniors Volunteer Program (RSVP). Two applications for Associate Membership were submitted and are pending. (Citizens League and Volunteers in Action, Dist. 281). For each 10 corporate members, one associate member may be added to the membership. Total membership as of December, 1983: 42 corporate, 10 associate.
3. Updated and redesigned the Information Packet. Distributed the packet to all CVC members and potential members as well as to organizations around the country requesting information about CVC.
4. Updated membership and mailing lists. Mailing lists were updated and categorized as follows:
 - Corporate and Associate Membership (all paid members): 52
 - Minnesota Mailing List – additional representa-

tives from member corporations, nonmember corporations and selected nonprofit organizations in Minnesota: 53

- Minnesota Retiree Mailing List and Corporate and nonprofit organizations outside Minnesota: 95
5. Assisted with the premier of the Independent Sector film *To Care* and the introduction of the CVC resource book *Volunteerism Corporate Style*.

Membership Committee Members – 1983

Connie Schilling, General Mills, *Chair*
Roberta Boelter, First Bank Minneapolis
Ceace Fehn-Haagensen, Northern States Power
Carol Sailer, Peat, Marwick, Mitchell & Company
Kim Roden, Minnegasco
Iris Lewis, St. Paul Companies
Vi Russell, Community Volunteer Services, St. Croix Valley Area



Connie Schilling

1983 Corporate Members

B Dalton Booksellers	Irene Pasho	National Car Rental	Lew Sacks
Bemis Company	Vanessa Johnson	Northern Cablevision	Carol Wold-Sindt
Burlington Northern Railroad	Janice Thies	Northern States Power	
Cargill	Jim Hield	Company	Ceace Fehn-Haagensen
Control Data Corporation	Cindy Tyner	Northwestern Bell, Minneapolis	Merry Moen-Keefe
Conwed	William Wolston	Northwestern Bell, St. Paul	Ralph Kulhanek
Cray Research	Bill Scholer	Northwestern National Life	
Dyco Petroleum Corporation	Elicia Gehring	Insurance Co.	Leslie Olsen
Economics Laboratory, Inc.	Louise Thoreson	Norwest Bank, Minneapolis, N.A.	Janet Dudrow
Farm Credit Banks of St. Paul	Alan Zepp	Norwest Bank, St. Paul, N.A.	Barbara Schmidt
First Bank Minneapolis	Roberta Boelter	Opus Corporation	Janet Adams
Gelco Corporation	Jim Johnson	Peat, Marwick, Mitchell & Company	Ken Worsdale
General Mills, Inc.	Connie Schilling	Peat, Marwick, Mitchell & Company	Carol Sailer
H. B. Fuller	Karen Muller	Pillsbury Company (the)	Kathie O'Connor
Honeywell, Inc.	Jill Ragatz	Piper, Jaffray & Hopwood	Leslie Johnson
IDS/American Express	Bev Trenda	Prudential Insurance Company	Jackie Armstrong
Inter-Regional Financial Group	Elizabeth Hermanson	Soo Line Railroad	David Carlson
Jostens, Inc.	Peggy Scott	Sperry	Linda Spiess
Land O' Lakes	Debbie Boyles	St. Paul Companies (the)	Iris Lewis
Lutheran Brotherhood	Kay Owens	Tennant Company	Wendy Rogers
McComb (James B.) & Associates	Peter Bruce	3M	Dave Ginkel
Medtronic	Peggy Malmlov	WTCN-TV	Stuart Lindman
Minnegasco	Kim Roden		

1983 Associate Members

Community Volunteer Service of
St. Croix Valley Area Vi Russell
Hennepin County Community
Services Jackie Connolly
Management Assistance
Project (MAP) Sandy Larson
Minneapolis Chamber of Commerce Bill King
Minnesota Office on Volunteer
Services Laura Lee M. Geraghty

Retired Senior Volunteer Program (RSVP)
of Great Minneapolis James H. Rummel
St. Paul Chamber of Commerce Amos Martin
United Way's Voluntary Action Center,
Minneapolis Lorna Michelson
Volunteers Intervening for
Equity (VIE) Donna Anderson
Voluntary Action Center
of the St. Paul Area Maggi Davern

1983 Steering Committee

Chair, Mary Moen-Keefe

Vice Chair & Treasurer, Roberta Boelter

Secretary, Kathie O'Connor

Program Committee, Peter Bruce & Jan Thies

Communication Committee, Linda Reed Spiess

Membership Committee, Connie Schilling

At Large Representatives, Maggi Davern &

Donna Anderson



Roberta Boelter



Kathie O'Connor



Maggi Davern



Donna Anderson