

# HOUSING UNIVERSITY



## OhioMHAS Housing University

September 25 – 26, 2017 | Columbus, OH

### About the Conference

The Ohio Department of Mental Health and Addiction Services (OhioMHAS) invites Ohio Adult Care Facility, Permanent Supportive Housing, and Recovery Housing providers to participate in the first Housing University. The two-day Housing University will offer networking and educational opportunities. Sessions will focus on best practices including: budgeting, business planning, operations, tenant landlord law, fair housing, and management practices that promote operational sustainability and facility quality. OhioMHAS is dedicated to supporting its housing providers by providing the tools and resources necessary to ensure each resident has a safe, secure and supported housing environment.

### Who Should Attend

The audience for the Housing University includes Adult Care Facility, Recovery Housing, and Permanent Supportive Housing owners, managers and operators as well as anyone else who has a desire to learn the nuts and bolts of these housing environments.

### Exhibitor Opportunity

Network with owners, managers and operators of Adult Care Facilities, Recovery Housing, and Permanent Supportive Housing, and others involved in their field.

#### Showcase Your Products, Services or Programs

We will provide one 6' display table and two chairs. Although there is no charge to exhibit, each of your representatives must register [online](#) for the conference. The registration fee is \$50.00. Please register by September 8.

#### Exhibitor Setup

Sunday, September 24 – 5:00 pm – 6:00 pm  
Monday, September 25 – 7:30 am – 8:30 am

#### Exhibitor Display

Monday, September 25 – 8:30 am – 6:30 pm  
Tuesday, September 26 – 7:30 am – 2:30 pm

#### Exhibitor Break Down

Tuesday, September 26 – 2:30 pm – 3:30 pm

#### DONATE A DOOR PRIZE

To increase your exposure, you may donate a door prize. Attendees will sign up at your booth for a chance to win. When the winners are announced during the Peer to Peer Roundtables on Monday evening, you will be recognized.

# REGISTER NOW!

Please register [online](#) by September 8, 2017.



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FOR HOUSING

## Featured Speakers

**Monday, September 25 – Luncheon Keynote**  
11:45 am – 1:45 pm



**Maurice Clarett | Speaker, College Football National Champion and Philanthropist**

Maurice Clarett, an American football running back who played for the Omaha Nighthawks of the United Football League, helped lead the Ohio State Buckeyes to a national championship in 2002. In a widely unexpected move, Clarett was drafted on the first day of the 2005 NFL Draft with the final pick of the 3rd round (#101 overall) by the Denver Broncos. He is well known for unsuccessfully challenging the NFL's draft eligibility rules requiring a player to be three years removed from high school and for his tumultuous life outside of football, including his dismissal from Ohio State, several arrests, and later, imprisonment.

While in prison, Clarett blogged about his life there on "The Mind of Maurice Clarett." Because he did not have Internet access in the prison, he sent his entries to his girlfriend, who posted them for him.

In one post, Clarett summed up his attitude towards prison by saying "Understand my struggle so you can respect my hustle. I am never coming back here, believe that. Never, I am cool on this. It is first-class living from the day I get out. I WILL NEVER SETTLE FOR LESS, EVER AGAIN. That goes for communication, personal relationships, housing, education, friendships, and travel arrangements. Everything. I have the fire in my eyes."

In November 2012, Clarett was invited back to Ohio State to celebrate the 10 year anniversary of the undefeated championship season of 2002.

Having suffered from depression, Clarett joined other mental health advocates in August 2013 to promote expansion of Medicaid in Ohio. He has spoken at prisons, juvenile detention facilities and worked with youth football camps to share his story so others do not repeat it. Clarett has also reconnected with Ohio State by taking courses and working out with current football players. In December 2013, he was featured in *Youngstown Boys*, an ESPN 30 for 30 documentary.

**Tuesday, September 26 – Plenary: Marketing and Communications**  
8:30 am – 10:00 am



**Joanie Griffin | Griffin & Associates**

Joanie Griffin is the CEO and founder of Griffin & Associates. She has over 30 years of experience in the communications and marketing field and started Griffin & Associates in 1990. As a successful small business owner, Joanie knows the importance of creating a memorable and lasting brand for a business. Though the media world has evolved greatly, Joanie has always adapted media strategies to most effectively serve her clients' needs. Joanie has remained at the forefront of marketing and advertising by building communications plans that integrate shared media, owned media, paid media and earned media.

## Monday, September 25, 2017

**7:30 am – 8:30 am**

### Registration and Continental Breakfast

**8:30 am – 10:00 am**

### Opening Plenary

#### *A Glimpse into the Behavioral Health System*

**Lori Criss | Ohio Council of Behavioral Health & Family Services Providers**

**Terry Russell | Ohio Adult Care Facilities Association**

Housing is a cornerstone to recovery for individuals with mental illness and/or substance use disorders. As a housing provider, your role in the Behavioral Health System provides individuals with access to safe, decent, and affordable housing and the supports necessary to maintain housing stability. Understanding the Behavioral Health system can assist you as a housing provider in providing access to services and supports for resident/ tenants of supportive housing environments. This panel will provide an overview of the Behavioral Health System, including the role of the Ohio Association of County Behavioral Health Authorities (OACBHA), the Ohio Council of Behavioral Health & Family Services Providers, the Ohio Adult Care Facility Association (OACFA), and Ohio Recovery Housing (ORH) in connecting housing providers to the larger system.

**10:00 am – 10:15 am**

### Break

**10:15 am – 11:45 am**

### Concurrent Sessions A

**Session A1      *Adult Care Facility Business Planning and Best Practices for Operations***

Join us for a panel presentation featuring experienced Adult Care Facility (ACF) Operators as they share their successes and challenges in owning and operating an ACF. Topics covered will include developing a business plan, best practices for organizing and preparing for surveys, and tips for efficiency in operations that ensure long-term sustainability. Attendees will also be introduced to the ACF Business Toolkit, an informational resource to assist with the ongoing operation of ACFs.

**Session A2      *Business Planning, Operations and Best Practices for Recovery Housing***

Delve into the many planning and operations challenges that often confront recovery housing operators. From developing a business plan to expanding to new communities, these challenging issues will be discussed by our expert panel from various professional perspectives. Topics include how to start developing a business plan to operational best practices. Come to this session to benefit from the panel's valuable expertise and best practices in handling a wide array of business planning issues.

## Monday, September 25, 2017

10:15 am – 11:45 am

### Concurrent Sessions A Continued

Session A3

#### ***Business Planning and Best Practices for Operations in Permanent Supportive Housing***

This session provides a variety of tools to assist permanent supportive housing providers with developing strategies to prioritize operations and management resources for permanent supportive housing. Topics to be discussed include developing an annual budget to ensure all aspects of operations are properly planned for, monitoring operating indicators so that problems may be addressed in a timely fashion, and ensuring compliance with all local, state and federal laws and regulations.

11:45 am – 1:45 pm

### Keynote Luncheon



**Maurice Clarett | Speaker, College Football National Champion and Philanthropist**

Hear how Maurice Clarett went from a tumultuous life outside of football, including his dismissal from Ohio State, several arrests, and imprisonment, to joining mental health advocates to promote the expansion of Medicaid in Ohio after suffering from depression.

Clarett has spoken at prisons, juvenile detention facilities and worked with youth football camps to share his story so others do not repeat it.



**Tracy J. Plouck | Director, Ohio Department of Mental Health and Addiction Services**

Tracy Plouck is Director of the Ohio Department of Mental Health and Addiction Services and has been a member of Governor Kasich's Cabinet since January 2011. She brings strong policy background to her role, having served twice as Ohio's State

Medicaid Director and also as a deputy director for both the Ohio Department of Developmental Disabilities and the Ohio Office of Budget and Management. Tracy holds a master's degree in public administration from The Ohio State University and a bachelor's degree from Kent State University. She is the current president of the National Association of State Mental Health Program Directors and also serves as Vice Chair of the Council of State Governments' Justice Center.

1:45 pm – 2:00 pm

### Break



Monday, September 25, 2017

2:00 pm – 3:30 pm

## Concurrent Sessions B

### Session B1 *Six Steps to Community Engagement*

Developers face increasing challenges to creating affordable housing. NIMBYism can negatively impact costs and actually derail otherwise soundly thought out projects. The Six Steps training was originally produced by the Corporation for Supportive Housing for use by developers of homeless housing and services and designed to respond to both the uniquely local aspect of each proposal and the generic aspect, i.e. that similar concerns are raised in nearly every case. Over time, it has proven to be an effective strategy to engage the community in constructive dialogue about proposed development projects. The Six Steps encourages housing providers to conduct a “due diligence” process early in the development planning in which the provider gathers information, considers options and makes informed, deliberate decisions about what actions it will take toward local government, local community and the media. CSH’s training will help developers understand the practical uses of the Six Steps to reduce potential delays and costs that may result from local opposition.

### Session B2 *Operating Your Supportive Housing Program within the Boundaries of Fair Housing Law*

This workshop will provide a fundamental introduction to federal and state fair housing laws. Speakers will illustrate how these laws work by delving into real case studies concentrating on reasonable accommodation for persons with special needs, such as mental and/or physical disabilities, histories of chronic use of alcohol and drugs and/or who may be living with disabling health conditions. Specific issues to be discussed will include intake and screening, service animals, reasonable accommodation, interaction with residents, restrictive zoning laws, the Olmsted decision and more.

### Session B3 *Zoning, Permits and Building Codes*

One of the most challenging aspects of planning and developing supportive housing sites is obtaining required local approvals related to land and property use. In this session, presenters will discuss land use and zoning regulations, regulatory authorizations for construction and operations of a business, and the minimum requirements to adequately safeguard the health, safety and welfare of building occupants.

### Session B4 *Grant Writing – The Basics*

Sustaining operations can be very difficult for small businesses and looking for and obtaining grants is a way to help with costs. This session will provide attendees with an overview of basic preparation tools for writing grants and identify key resources to reduce the stress of grant writing.

3:30 pm – 6:30 pm

## Peer to Peer Roundtables

Bounce ideas off your colleagues while enjoying appetizers, desserts and non-alcoholic beverages. Bring your thoughts, problems, forms, templates and notes—whether they represent a burning question you are unable to answer, or a solution you have found and want to share. Roundtable topic ideas: resident managers, resident agreements, ACF House Rules, bed bugs, hoarding issues, tobacco-free housing . . .

## Tuesday, September 26, 2017

**7:30 am – 8:30 am**

### Registration and Continental Breakfast

**8:30 am – 10:00 am**

### Plenary: Marketing and Communications



**Joanie Griffin | Griffin & Associates**

Want to know how to get the word out about what you have to offer? This session will cover marketing basics for your small businesses and non-profit organizations. This will be a hands-on workshop to help you develop effective outreach materials. Please bring copies of your current marketing materials for review and discussion.

**10:00 am – 10:15 am**

### Break

**10:15 am – 11:45 am**

### Concurrent Sessions C

**Session C1      *Adult Care Facility Budgeting, Funding Sources and Asset Management – How to Plan for the Future***

Adult Care Facilities regardless of size have basic operating expenses and funding needs that the organization must include in its budget. Your operating expenses, generally non-negotiable, are critical to the day-to-day functions of the group home. Identifying funding sources and planning for future operations, repairs and resident needs will assist your home in sustainability for the future. This session will offer some hands on tools for budgeting and items to consider for funding.

**Session C2      *Recovery Housing Budgeting, Funding Sources and Sustainability***

This workshop will provide the new to the experienced recovery housing operator the basic mechanics of a budget, how leveraging funding and support are incorporated into the budget, and what kinds of housing resources can be used to support your project. This session will feature experienced providers who have successfully implemented and sustained a recovery housing project. This is a good session to gain a foundation in the steps a provider takes to develop a budget, maintain a property and sustain a project.

**Session C3      *Planning for the Future – A Primer on Developing and Operating a Permanent Supportive Housing Development over Time***

The various tools, documents, and informational materials shared in this session will focus on the component parts of a financial proforma for a permanent supportive housing project, real estate finance concepts, and strategies for financing the development and operation of supportive housing.

**Session C4      *What's In and What's Out in Today's Marketing World***

This session will cover what's working and what's not in social media, digital media, Google grants, billboards, print and radio advertisements.

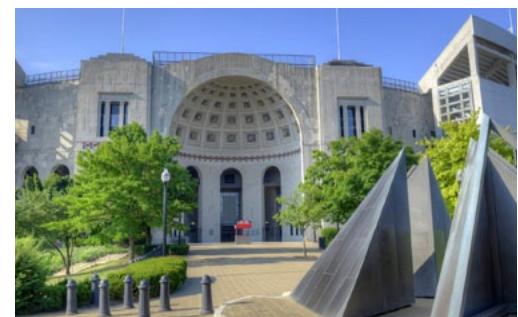
**Tuesday, September 26, 2017**

**11:45 am – 3:30 pm**

**Luncheon**

The luncheon will feature several presentations including a short demonstration of the newly developed OhioMHAS Asset Management Tool and overview of the Ohio Governor's Opiate Task Force.

Ohio Opioid Task Force will provide information on Ohio's comprehensive and community-centered plan of action to fight opiate abuse through efforts by law enforcement, the strategy of preventing drug use before it starts, encouraging the appropriate use and availability of pain medication, creating pathways to treatment and recovery and access to overdose antidote for several regions in Ohio. The luncheon will end with a panel discussion with industry experts working at the local level to respond to the opiate crisis.



## Register Now!

Please register [online](#) by September 8, 2017.

**Registration Fee:** \$50.00

## Scholarship Opportunity

A limited number of conference scholarships are available. To apply, please email your name, company/organization name, and the reason you are requesting a scholarship to: Ryan Velie, [ryan.velie@mba.ohio.gov](mailto:ryan.velie@mba.ohio.gov), 614.466.9995.

## Disability Accommodations

If you need a disability-related accommodation or wheelchair access information, please contact Kathie Bowen at [kbowen@occh.org](mailto:kbowen@occh.org) or 614.224.8446 by September 15.

## Cancellation and Refund Policy

A cancellation must be received in writing by September 15 to receive a refund. No refunds will be processed after September 15. Refunds will not be issued for no-shows. Please send any cancellation to Kathie Bowen at [kbowen@occh.org](mailto:kbowen@occh.org).



*Ideally located within minutes of The Ohio State University, the Marriott Columbus University Area hotel is convenient to all the action and activities at Jerome Schottenstein Center, Ohio Stadium and The Ohio State University campus.*

## Conference Location



3100 Olentangy River Road  
Columbus, Ohio 43202

Parking is complimentary.

To reserve your room at the reduced rate, [click here](#) or call 1-844-200-1026 (reference OhioMHAS) by **August 15**. Reserving after August 15 may result in a higher rate or lack of room availability.

