

## Breakout Sessions & Speaker Information Listed By Track

### TRACK: Board Governance



#### **When Helping Hurts: How Boards Can Avoid Doing Harm To Their NonProfits**

**John R. Keuffer, III, Executive Director, Valley Interfaith Community Resource Center**

The Nonprofit paradigm is shifting and has been shifting for some time. New times with new obstacles are requiring nonprofit organizations to change the model. Essential to Nonprofit growth and mission provisions is a strong, knowledgeable and high functioning board.

Far too often people join nonprofit boards with great intentions and far too often those good intentions are not the most effective resources to help sustain or grow an agency. Stagnant board members, board members who fly low and delve in operations and those who serve to build a resume can cause more harm than good.

In the new era, Nonprofit organizations need a strong board that supports the vision of the CEO, that are connected and educated on their roles as stewards of the agency is essential for nonprofit survival, which mean more mission to those in need of the services.

#### **Breakout Session Objectives:**

1. Harm Avoidance - know and understand the harmful characteristics of a poor board member.
2. Understand the responsibilities of an effective Board member. The 3 D's of Board Service: Doer, Donor, Door Knocker.
3. Mission Focus - Eagles fly, Turkeys waddle.



**Mr. Keuffer** has 30 years of nonprofit leadership experience. Starting his professional career as a Police Officer, Mr. Keuffer has served from the front line ranks in social services to Executive leadership roles. Notably, Mr. Keuffer worked for 15 years providing consultation and management to Professional Athlete and Celebrity Nonprofit foundations. Mr. Keuffer is the recipient of over 60 local, state, national and international awards for service, leadership and nonprofit management. He is presently serving as the Executive Director of Valley Interfaith Community Resource Center in Lockland.

## TRACK: Board Governance



### Boards of the Future: Sustainably Diverse & Inclusive

Judy Ellis, SVP, Head of Diversity & Inclusion Advisory | Americas, AMS

Applying an “Equity Lens” to Board recruitment requires reimagining the roles and requirements of board members, as well as your methods of sourcing. Today’s socially conscious environment means funders, partners, and members of the community have new expectations for a board’s composition—representation that is more reflective of our diverse communities. And yet, simply changing “the mix” of board members may not be sustainable.

This is important because significant new studies from Catalyst, McKinsey, and several research institutions make it clear that organizations with more diversity have better service performance outcomes than their less diverse counterparts.

The goal is to reimagine diverse recruitment for organizational sustainability vs. simply focusing on the “numbers”/representation. We’ll discuss ways to build a diverse and inclusive board whose work is linked to your overall mission.

#### Breakout Session Objectives:

1. To recognize the most significant challenges nonprofit organizations face with recruitment of diverse board members.
2. To understand (and articulate) your organization’s unique mission and reason for diverse recruitment.
3. To mitigate barriers to diverse board participation.
  - Getting your board “ready” for new kinds of members
  - Welcoming and integrating new people into the board’s work
  - Inclusive practices to solicit full participation of board members



**Judy Ellis** is Head of Diversity and Inclusion Consulting for The Americas with AMS, a global talent management firm. Judy has designed and delivered solutions to develop leaders and transform organizations into inclusive cultures where all employees thrive and deliver outstanding results. She untangles complex interpersonal and organizational dynamics, particularly those related to diversity, equity, and inclusion. Before joining AMS, Judy co-founded an award-winning boutique DEI consultancy recognized by Ohio's Minority Supplier Development Council and the Cincinnati USA Regional Chamber as the Business of the Year. She has worked with a wide range of nonprofit organizations and businesses, including Lighthouse Youth Services, the National Center for Families Learning, Toyota Motors, and Procter & Gamble. She has served as an Adjunct Instructor at the University of Cincinnati, where she taught Workforce Diversity in the Psychology department.

## TRACK: Board Governance



### Succession Planning is Not Just for Retirement Anymore

**Bryan Orander, President, Charitable Advisors**

While Boomer generation retirements continue, nonprofits boards are finding that younger leaders are taking ED/CEO roles with a shorter-term time horizon in mind. While retiring leaders may have served for 20 or 30 years, their successors might lead for 3-5 years before moving to the next stage of their professional journey. This means that board leaders need to build a strong working relationship with their current ED/CEO and keep succession planning on their radar.

Over the past 7-8 years, Bryan Orander and his team at Charitable Advisors have facilitated over 80 searches for nonprofit ED/CEO's, coached dozens more, and trained hundreds of leaders in preparing for the inevitable.

#### **Breakout Session Objectives:**

- Fully grasp the importance of the board's leadership role and responsibility for supporting and sustaining the staff leader
- Learn several approaches to preparing for an immediate or eventual leadership transition
- Include succession planning and staff development as a core focus in strategic and operating thinking/planning
- Create an Emergency Succession Plan with the template we provide, if they don't already have one



**Bryan Orander** is President of Charitable Advisors and Publisher of the Central Indiana Not-for-Profit News. For the past 20 years, Bryan and his team have been consulting with nonprofits around the areas of leadership transition, board development, and planning. Bryan works with 20+ nonprofit boards each year and has supported more than 80 nonprofit ED/CEO transitions in the past 8 years.

## TRACK: Community Change



### Strengths-based Storytelling for Community Change

**Elissa Yancey, CEO, A Picture's Worth & Viann Barnett, Managing Director, Cincinnati Union Bethel**

Representatives from two nonprofits—A Picture's Worth (APW) and Cincinnati Union Bethel (CUB)—will explain how they used strengths-based storytelling to shift traditional media narratives in their “Strong Woman” project. “Strong Woman” combines audio stories, photography and place-based design to help build empathy across diverse communities and reinforce the values of women served by CUB. By employing APW's storygathering methodology, “Strong Woman” allows participants and audience members multiple ways to (re)consider how they value and connect with their neighbors and their communities. As a limited podcast series and an installation in Walnut Hills, “Strong Woman” provides an innovative outlet for asset-framing in and of community. Using this storygathering and storysharing technique allows for wide-scale reframing of negative stereotypes about nonprofits' clients by intentionally focusing on the accomplishments, values and wisdom they carry with them.

#### Breakout Session Objectives:

- Explain the difference between deficit and asset-based story framing
- Explain how different types of questions create a powerful shift in the tone and impact of client stories
- Determine how best to use strengths-based storygathering in their own organizations/work



**Elissa Yancey** is a lifelong learner, leader and educator. Her background in journalism and education has led her on a rich career journey through corporate and nonprofit America. She is an experienced writer and editor, serving in top roles in and outside of academia. A veteran of numerous nonprofits, she co-founded A Picture's Worth to marry her passions for creative disruption of outdated systems, equity, community engagement and story-building. At its core, APW fosters responsible story-gathering practices that apply in journalism, nonprofit, education systems and beyond.



**Viann Barnett** is the managing director of the Anna Louise Inn and the Off the Streets program at Cincinnati Union Bethel. A graduate of Union Institute & University, Barnett helps survivors of domestic human trafficking, sexual exploitation and drug addiction. She began her career at Cincinnati Union Bethel as a case facilitator and also served as a program supervisor before taking on the managing director role.

## TRACK: Community Change



### Filling the Funding Gap: Systemic Racism in Fundraising

**Karen Harshaw, Founder and Principal Consultant, SPARK Philanthropy, LLC**

Systemic racism in philanthropy has existed for quite some time. Organizations lead by people of color have been shortchanged and they have been sounding the alarm about these disparities; many of who are best positioned to drive social change for their organizations and the communities they serve. In order for a true partnership between a funder and organization of color to take place and exist, funders need to go beyond site visits and dive deeper into looking and understanding the communities the organizations serve and the issues that they are working to help solve. For change to take place awareness has to lead to deliberate action. And for philanthropy to advance and live up to being inclusive for all, we need to understand the realities of what these organizations of color face and dispel myths.

#### **Breakout Session Objectives:**

Participants will become more aware of the barriers and disparities, insight to solving these challenges, and debunk myths that leaders of color face in fundraising.

Being aware of barriers, disparities and debunking the myths that minority leaders face in fundraising.



**Karen Harshaw** is the Founder of SPARK Philanthropy a consulting firm that specializes in building viable solutions for nonprofit organizations. With over 20 years of fundraising experience, Karen has advanced philanthropy raising millions for organizations such as Speaking of Women's Health, Monster.com, St. Vincent de Paul and Boys & Girls Clubs. Karen continues to inspire individuals and organizations to find their spark and help align their vision to meet their growth goals.

## TRACK: Diversity, Equity, & Inclusion



### **The LADD Way: A case study in building a more equitable, inclusive and diverse culture**

**Jason Harris, Director of Strategic Operations, Living Arrangements for the Developmentally Disabled (LADD) & Arlene Koth, SPHR, SHRM-SCP, President & Founder, OPC Consulting Services**

The LADD Way is case study on building and maintaining an inclusive and energized workforce culture at every level of your organization, not as a snapshot in time but as an ongoing hallmark to better accomplish the mission. The LADD Way builds off initial assessments and aspirations to create long-term agency-wide fundamentals of inclusion, empathy and diversity. From these fundamentals, practices and behaviors are defined and made measurable throughout the organization.

Components of the LADD Way include:

- board involvement via a standing committee focused on equity and inclusion;
- staff dedicated to implementing and evaluating the practices and behaviors through which inclusion, empathy and respect can permeate an organization's day-to-day operations;
- efforts to replicate inclusion, empathy and respect among an organization's partners in mission in an authentic way;
- corrective measures to address intersectionality;
- measureable outcomes to assess progress
- Guided by the belief that every person has ability and value, LADD has for 45 years empowered adults with developmental disabilities to live, work and connect.

#### **Breakout Session Objectives:**

- How to begin the process: a roadmap for how trustees and staff can assess inclusion not only as an ideal but as an actual practice;
- How to ensure inclusion of people with disabilities is a part of your organization's intentional culture;
- How to maintain inclusion, equity and diversity through adherence to fundamentals as made actionable through policies, practices and behaviors.



**Jason P. Harris**, Founder, Spokesperson, and Chief Idea Officer of Jason's Connection, ([jasonsconnection.org](http://jasonsconnection.org)) and a Face Book page ([Facebook.com/JasonsConnection](https://www.facebook.com/JasonsConnection)) with over 300,000 followers, providing resources and information with a cultural and social impact on the disability community, and Director of Strategic Operations for LADD. Jason earned an M.S. in Cultural Foundations of Education and a Certificate of Advanced Disability

Studies from Syracuse University. An Autistic adult, Jason advocates for authentic disability representation and disability rights.



**Arlene Koth**, Founder and President of OPC Consulting, has over two decades of human resource management and organizational planning experience, nearly 20 years of nonprofit experience, and 15 years of Csuite/executive leadership experience. Arlene's clients are diverse in size and industry and are both nonprofit and for-profit organizations. She helps them create inclusive workplaces with extremely low turnover and exponentially high and sustained diversity throughout the entire organization. Arlene helps organizations ensure they are not only helping their external customers and constituents, but are also focused on their employees who serve those customers and constituents by helping them implement sustainable practices that support workplace equity, internal cultural change goals, and financial objectives.

Koth has a B.A. in communications and is certified as a senior professional in human resources. She has served on many boards of directors and volunteer committees. She resides in Cincinnati, Ohio.

## TRACK: Diversity, Equity, & Inclusion



### De-centering Dominant Culture

**Vanity Jenkins, Executive Director, Citizens of the World Charter School**

In this session we will norm on what culture is, discuss white dominant culture and how it shows up in work settings and then think of ways to decenter White dominant culture. The goal for this session is for participants to think more expansively about work culture and understand that de-centering does not mean swinging the pendulum in an opposite direction and throwing everything away. Rather I will ask folks to consider ways to be more inclusive and expansive in their thinking.

#### Breakout Session Objectives:

- Define dominant culture
- Consider how dominant culture shows up at my job
- Explore tools to decenter dominant culture and create more inclusive and equitable outcomes



**Vanity Jenkins** currently serves as the Executive Director for Citizens of the World Charter School in Cincinnati, Ohio. She is bolstered by the hope that the work she does will lead to the dismantlement of systems of oppression, and that there will exist a world in which all children and communities thrive. Additionally, her lifelong commitment to equity for children in underserved communities led her to founding *Shift* ED Consulting which assists organizations in finding equitable solutions.



## TRACK: Diversity, Equity, & Inclusion



### Moving From "Culture Fit" to "Culture Add"

**Philip Cunningham, Sr. Manager of Strengths Based Initiatives and Janice Weiss, Sr. Manager of Strengths Based Initiatives, Mayerson Academy**

Research shows that diverse teams can uproot bias and create stronger organizations that outperform homogenous groups at solving the complex, nonroutine problems that are ever-present in the nonprofit world (McKinsey, 2018). Yet, when interviewing potential new employees, we oftentimes focus on how they will "fit" on the existing team. Will they align with our cultural values? Will they be easier to onboard because they "get it?" This concept is known as culture fit, and it can lead us to hire employees who are most like us in personality and background and can create teams that are less diverse overall.

Character strengths, being both universal and unique to each individual, offer a path to hiring for culture add by inviting us to reframe the hiring process through a new lens. What perspectives are we missing from our organization? Where are we looking to grow in our work? How can we maximize the unique talents and strengths that each new person brings forth? In this workshop, you'll learn how to use the existing character strengths on your team to spot potential biases, reflect on hiring practices with your peers, and generate new strategies for building a stronger, more diverse and inclusive team.

#### Breakout Session Objectives:

- Spot the biases that exist within our unique combination of character strengths.
- Learn about strengths-based strategies for shifting to a "culture add" orientation in workplace culture.
- Identify at least one action step for creating a more inclusive workplace culture



As Senior Manager of Strengths Based Initiatives, **Philip Cunningham** works to strengthen workplaces, universities, and neighborhoods across Cincinnati and beyond. He focuses primarily on Mayerson Academy's Strong Cincinnati Institute, which engages cohorts of local organizations in using strengths-based practices to transform workplace cultures and unleash the potential of people to increase performance. In addition, Philip also provides consultation on topics such as organizational development, adult learning, leadership development, public and private partnerships, educational product development, design thinking and workforce development. Before joining Mayerson Academy, Philip led marketing and development efforts at McGraw Hill Education/Cengage Learning as the Market Development Team Leader and Marketing Manager. Philip earned his MBA from the University of Toledo.





As Senior Manager Strengths Based Initiatives, **Janice Weiss** co-facilitates the Strong Cincinnati Institute, guiding cohorts of nonprofits in transformative leadership development designed to increase capacity and drive engagement. She leads the Strong Cincinnati Network and designs strengths-based tools to deepen and sustain the impact of Mayerson Academy's work. She also serves as an executive consultant focusing on performance management, DEI, wellbeing, recognition, and culture-change issues. Prior to her work at Mayerson Academy, Janice was a Director of Employee Engagement and Recognition at Macy's Corporate for nine years. An entrepreneur at heart, she began her career in marketing and brand management at P&G after launching her own cookie business in New York City. Janice earned a JD from the University of Pennsylvania which fueled her personal passion to fight for social justice, and, in the words of Dr. Neal Mayerson, "help tilt humanity towards its better nature."

## TRACK: Diversity, Equity, & Inclusion



### **It's Not a Sprint; It's a Marathon**

**Denise Steward, Sr. Director of Equity & Donor Relations, Learning Grove**

The years 2019 and 2020 brought to the forefront latent attitudes held by citizens of the United States and the Greater Cincinnati area towards their non-white fellow citizens. Learn how to begin your organization's journey to become a racially equitable organization, realizing that the journey is an ongoing process not likely to be completed in a year's time.

#### **Breakout Session Objectives:**

- Presentation about the process of gathering organizational demographic information and comparing it to demographics of clients served; examining recruitment methods and opportunities for employee advancement; reviewing HR policies and procedures, including exit interviews; and diversifying vendor use.
- Audience participation using reflective questions.
- List of resources to assist with starting the work of developing an equitable organizational culture, including implicit bias training, anti-racist practices, and holding difficult conversations.



**Denise Steward** has spent her entire career working as an early childhood educator. The program closest to her heart was Visions Child Care and Teen Support Center which served teen parents who attended Taft High School in Cincinnati's West End. Currently she works for Learning Grove as Senior Director of Equity and Donor Relations, helping to develop a culture of racial equity within the agency and serving on the agency's Advancement Team.

## TRACK: Strategy/Operations



### Preventing Your Mission's Greatest Enemy = BURNOUT

Keith Wilson, Organizational Development Consultant, ScrogginsGear

Your non-profit was started to meet a burning need, to address a problem in the community that would change lives. That problem became the mission and it trumps everything else you do, even taking care of yourself and your team. If your team feels lost or exhausted then you've probably invested too much time on your mission and too little time building a healthy balance internally.

We'll discuss why the nonprofit burnout problem has grown out of control the last four years, how it impacts your entire organization and discover three simple tools that will help you build personal and professional balance.

#### Breakout Session Objectives:

1. Awareness of the problem and the significance of it's impact on our lives
2. Two practical tools to help you recognize and prevent burnout
3. Inspiration to confidently begin building balance professionally AND personally



**Keith Wilson** plays a pivotal role in the success of the ScrogginsGear culture team helping corporations of all sizes transform their culture for the past 8 years. Keith has certifications to train, coach and consult on culture, as well as his Business Leader Coaching Certification through Five Capitals and his Organizational Leader Coaching Certification through 3DM Movements.

## TRACK: Strategy/Operations



### **The Big Pivot: Reinventing Organizations for the 21st Century**

**Marvin Dejean, Sr. Managing Partner, Gilead Sanders LLC**

The world of charity and philanthropy is being disrupted overnight with new giving paradigms emerging thanks to direct payment gateways. Organizations will need to respond by transforming both their operational and giving models. Not for profit organizations will need to integrate digital transformation as part of their strategy in the coming future. It is time to pivot, and organizations must begin with a vision and a strategic map of the future.

#### **Breakout Session Objectives:**

- 1) Learn why the current operational model is becoming obsolete
- 2) Understand the levers of change for a successful digital transformation journey
- 3) Determine the best growth strategy for a shifting philanthropic landscape



**Marvin Dejean** is a leading business futurist, organizational strategist, and an “unapologetic evangelist” for innovation-driven solutions to corporate and social challenges. As the Senior Managing Partner of Gilead Sanders LLC., he spends his time helping organizations and individuals take the quantum leap into the 21st-century digital marketplace.

Marvin is setting a new standard for how businesses, non-profits and governmental agencies ignite human capital, access leadership agility and drive team performance leading them in tackling some of their most pressing challenges in a rapidly changing world.

Dejean is the author of the forthcoming book “The Big Pivot: Transforming Your Business into a 21st Century Digital Powerhouse”. He specializes on the topics of digital transformation, business innovation, and reinventing business models for the 21st century.

Marvin has worked with some of the biggest and most recognizable names in the field of business, government and philanthropy such as Western Union, The Urban league, Florida Blue, Disney and Cisco Systems.

## TRACK: Strategy/Operations



### Marketing and Public Relations on a Shoestring Budget Elliot Grossman, President and Founder, Ashire Communications

The recession has made it more challenging for nonprofits to run robust marketing and PR programs. But there is hope. Even one-person marketing communications teams can be effective. This session will cover the basics of marketing communications programs for nonprofits, including how to develop simple, practical programs. This session also will address why creating compelling content is just as important as the latest communications technology. Additionally, the sessions will explain how to use marketing communications to support organizational goals, such as increasing fundraising revenue and the number of clients. The presentation will be based on approaches that have worked with Greater Cincinnati nonprofits.

#### Breakout Session Objectives:

- Tips to establish an efficient and effective Marketing Communications program
- Tips to improve an existing Marketing Communications program
- Why content is just as important as communications technology.



**Elliot Grossman** is the president of Ashire Communications, the only marketing communications firm in Greater Cincinnati dedicated to serving nonprofits, schools and colleges. Earlier, Elliot worked as a journalist for newspapers in New York State, Pennsylvania and Ohio, including The Cincinnati Enquirer.

Elliot is a former president of The Cincinnati Association, a civic organization. He has won more than 35 awards for his journalism and PR work and taught at Xavier University and the State University of New York.

Elliot has skied about 45 mountains, spent time in about 15 prisons (as a news reporter) and cheered on his daughter at hundreds of soccer games.