



Community Action: A Voice for Change

2019

MANAGEMENT & LEADERSHIP TRAINING CONFERENCE

JANUARY 16-18 | WESTIN NEW ORLEANS CANAL PLACE



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James "Jim" Lopresti, Ph.D., CCAP

CCAP Administrator and
Consultant





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Treasurer
Oceana, WV

Greetings,

On behalf of the Board of Directors, I welcome you to the Partnership's **2019 Management and Leadership Training Conference**. It seems like the excitement and anticipation around this conference has been building with each passing year. As such, we want to ensure that we provide you with the most valuable and engaging experience possible here in New Orleans. Therefore, we've outlined a program based widely on your inquiry and feedback, and I'm confident you will fly home feeling edified and reenergized in our shared vision of equity and opportunity for all.

Many of you have asked that we enhance our focus on advocacy. So, this year, we're excited to offer an array of sessions that address public policy issues related to topics such as immigration and equity. Additionally, we've invited Alliance for Justice to provide training on how to wisely and effectively launch an advocacy campaign that inspires lasting, meaningful change.

We've also continued to strengthen our emphasis on communications, per your request. You'll be pleased to see that this year we have several in-depth training workshops that cover branding, messaging, framing, and storytelling, so that you can convey the efforts and accomplishments of your agency or association in a way that is both impactful and intentional.

No matter your position or area of interest, you will find ample opportunity to learn, network, and connect with friends and colleagues. So please, take advantage of our tools, resources, and training sessions. Bring your enthusiasm, bring an open mind, and be prepared to put your newfound knowledge into action as a *Voice for Change!* We hope you enjoy your experience.

Sincerely,

Bryan Duncan, CCAP
NCAP Board Chair





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Oceana, WV

Community Action Friends and
Colleagues,

Welcome to Community Action
Partnership's **2019 Management
and Leadership Training**

Conference in New Orleans,
Louisiana. We're excited to unveil
this year's theme, *Community
Action: A Voice for Change*. As we
all know, change can be powerful. It can even uplift or renew the human
spirit. But it can also be destructive, as we saw in 2018 – which brought
with it violence, natural disaster, and unrest. That's why this year we want
to facilitate a space for Community Action to envision and enact our
own kind of change – the kind that inspires hope, helps heal our divided
society, and provides an opportunity for everyone to succeed. With that in
mind, Dr. Gail Christopher, social change agent and former Senior Advisor
and Vice President of the W. K. Kellogg Foundation, will offer keynote
remarks to guide us in taking steps to change harmful narratives about
race.

Another change we want to address is the budding shift in national
dialogue, as issues of sexual assault and gender equity have been brought
to the forefront, with calls for accountability, respect, and common
decency. To that end, we thought it apropos to offer workshops that better
equip network leaders to engage and understand gender-informed issues
such as gender bias and workplace harassment.

In spite of our theme, however, we assure you that we're staying true to
what you've come to expect and appreciate about the conference. Every
year, we pride ourselves on providing learning experiences that cover
the most effective, leading-edge practices – from energy partnerships, to
whole family approaches to customer-care – as well as opportunities for
peer-to-peer dialogue, networking, and intensive, evidence-based training
workshops for Community Action leaders in areas such as: organizational
standards, leadership development, strategic planning, risk management,
fundraising and sustainability, and financial oversight.

We hope that you find our program to be useful, informative, and
rejuvenating. We've been working hard with you in mind, because we
know how incredibly vital your work is to so many folks in communities all
across the country. Most of all, we hope this year's convention inspires you
the way that all of you inspire us every day with your generosity, courage,
and resilience.

Welcome to New Orleans. Thanks for being with us.

Denise L. Harlow, MSW, CCAP, NCRT
Partnership Chief Executive Officer





City of New Orleans

Mayor LaToya Cantrell



Dear Friends,

It is my absolute pleasure as the Mayor of the City of New Orleans to welcome you to the Community Action Partnership's 2019 Management and Leadership Training Conference.

The Community Action Partnership's mission is an admirable one. Addressing the causes of poverty and connecting people to opportunity are two issues dear to my heart. To successfully address the issues, our approach must be multi-faceted and holistic. Here in New Orleans, as part of our holistic approach, we are working to expand opportunity.

I urge each of you to embrace this opportunity to listen, ask questions and network with your peers. Let the Community Action Partnership community empower you so that you can continue to change lives in local communities.

During your visit, explore New Orleans and enjoy the unique experiences the city has to offer. New Orleans overflows with culture. I encourage each of you to treat yourself to our world-famous cuisine, dance to our live, local music and visit our exceptional cultural institutions such as the National World War II Museum, the New Orleans Museum of Art and the Ashé Cultural Arts Center. The energy of our city is unmatched and the magic unparalleled. We invite you to experience every moment of it.

Thank you for visiting New Orleans. I wish you success in all of your endeavors to make America a better place for all people to live.

Sincerely,

LaToya Cantrell

Mayor

City of New Orleans

CODE OF CONDUCT

The national Community Action Partnership is dedicated to providing a safe and welcoming experience for everyone. We do not tolerate discrimination or harassment in any form.

This Code of Conduct applies to all Partnership spaces, including, but not limited to, the Partnership's event app, the event hotel, and offsite event activities. Anyone who violates this Code of Conduct may be sanctioned or expelled from these spaces at the discretion of the Partnership. Some Partnership spaces may have additional rules in place, which will be made clearly available to participants. Participants are responsible for knowing and abiding by these rules.

Inappropriate behavior includes, but is not limited to:

- Discriminatory actions or offensive comments related to race, gender, disability, sexual orientation, and other aspects of identity.
- Unwelcome comments regarding a person's lifestyle choices and practices, including those related to food, health, parenting, drugs, and employment.
- Deliberate misgendering or use of "dead" or rejected names.
- Gratuitous or off-topic sexual images or behavior in spaces where they're not appropriate.
- Physical contact without consent or after a request to stop.
- Threats of violence.
- Incitement of violence towards any individual, including encouraging a person to commit suicide or to engage in self-harm.
- Deliberate intimidation.
- Stalking or following.
- Harassing photography or recording, including logging online activity for harassment purposes.
- Sustained disruption of discussion.
- Unwelcome sexual attention.
- Patterns of inappropriate social contact, such as requesting or assuming inappropriate levels of intimacy with others.
- Continued one-on-one communication after requests to cease.
- Deliberate "outing" of any aspect of a person's identity without their consent, except as necessary to protect vulnerable people from intentional abuse.
- Publication of non-harassing private communication.

Reporting

If you experience harassment or discrimination in a Partnership space, notice that someone else is experiencing harassment or discrimination, or have any other concerns, please contact the Partnership staff via a direct or anonymous report. Direct reports can be made by messaging the Partnership at registration@communityactionpartnership.com or, if on-site, by contacting a Partnership staff member. We may not be able to follow up with you directly, but we will fully investigate it and take whatever action is necessary to prevent a recurrence.

Consequences

Participants asked to stop any inappropriate behavior are expected to comply immediately. If a participant engages in inappropriate behavior, the Partnership may take any action they deem appropriate, including warnings or expulsion from all Partnership spaces with no refund.

SCHEDULE OF EVENTS



MONDAY, JANUARY 14TH

9:00 AM – 5:00 PM

Pathways Implementer Training

Imperial Room | 12th Floor

This two-day training requires separate registration and fee.

The Partnership is excited to announce the launch of the Pathways to Excellence Implementer Program (PEI). The new PEI Program is an opportunity to participate in an initiative designed to guide you in applying the Standards of Excellence to your agency by conducting a focused version of the Pathway's Self Study process.

Jarle Crocker, Ph.D., CCAP, NCRT

Director, Training and Technical Assistance
Community Action Partnership, National Office
Washington, DC



TUESDAY, JANUARY 15TH

8:00 AM – 6:00 PM

Registration, Product Sales, Exhibits

Pre-Function Foyer | 3rd Floor

Show your #CommunityAction pride! Stop by the Product Sales Table early for the best selection!

9:00 AM – 5:00 PM

Pathways Implementer Training, cont.

Imperial Room | 12th Floor

This two-day training requires separate registration and fee.

2:00 PM - 5:00 PM

The Spirit of Charity Innovation District Tour

Meet in Hotel Lobby

This tour requires separate registration. Registrants should meet in the Hotel Lobby at 1:45 p.m. to prepare for departure. Visit the Registration Desk for more details.

Total Community Action will lead a tour of the nearby former Charity Hospital site, which has been closed since Hurricane Katrina and is slated to be redeveloped, with community input. Total Community Action and its partner, the Greater New Orleans Community Foundation, will describe how the community has been involved in determining the use of the site, which is located in an Opportunity Zone, a designation that seeks to attract private capital to projects in low-income areas.





WEDNESDAY, JANUARY 16TH

7:00 AM – 5:00 PM

Registration, Product Sales, Exhibits

Pre-Function Foyer | 3rd Floor

Visit our exhibitors to explore practical services and resources for advancing the work of your CAA!

7:00 AM – 8:30 AM

Breakfast *(Provided)*

Azalea and Magnolia Ballrooms | 3rd Floor

8:00 AM – 8:45 AM

Opening Welcome and Federal Partner Update

Grand Ballroom | 12th Floor

Welcome

Bryan Duncan, CCAP, NCRT

Board Chair, Community Action Partnership

Executive Director, I-Care, Inc.

Statesville, NC

Denise Harlow, MSW, CCAP, NCRT

Chief Executive Officer, Community Action Partnership, National Office Washington, DC

Thelma Harris French

President/CEO, Total Community Action

New Orleans, LA

Federal Partner Update

U.S. Department of Health and Human Services

Clarence Carter, Director, Office of Family Assistance &

Acting Director, Office of Community Services,

Administration for Children and Families

Washington, DC

U.S. Department of Energy

Anna Garcia, Director

Weatherization and Intergovernmental Programs Office

Washington, DC



VISION

Community Action Partnership, National Office

A nation that creates opportunities for all people to thrive, build strong, resilient communities, and ensures a more equitable society.

Our nation is moving toward two societies, one black, one white – separate and unequal.

During the presidency of Lyndon B. Johnson, this was one of the key findings of the National Advisory Commission on Civil Disorders, which was called the Kerner Commission after its chairman, Gov. Otto Kerner of Illinois. Fifty years later, the Kerner Commission has released an update to its initial report titled, Healing Our Divided Society. The report finds that racial equity has gotten worse. Additionally, the percentage of Americans living in extreme poverty — that is, living on less than half the poverty threshold — has increased since the 1970s. During this session panelists will discuss the findings of the most recent report and Community Action's continued role in increasing equity and creating pathways to opportunity.

Milton S. Eisenhower Foundation

Alan Curtis, President/CEO
Washington, DC

Community Action Partnership, National Office

Bryan Duncan, CCAP, NCRT, Board Chair
Executive Director, I-Care, Inc.
Statesville, NC

U.S. Department of Health and Human Services

Clarence Carter, Director, Office of Family Assistance
Acting Director, Office of Community Services,
Administration for Children and Families
Washington, DC

Join David Bradley and get the latest information from Washington, as well as strategy for joint advocacy efforts for CSBG and other key funding streams of Community Action.



National Community Action Foundation (NCAF)
David Bradley, CCAP
Executive Director and Co-Founder
Washington, DC

As stated in the Promise of Community Action, "we care about the entire community." During this session, panelists will discuss how CAAs are working to serve immigrant families, the impact of current and proposed legislation on the provision of services to immigrant families, and how CAAs can advocate to protect the dignity and basic human rights of immigrant families.

El Paso CAP Project BRAVO

Laura Ponce
Executive Director
El Paso, TX

UnidosUS

Laura Vazquez
Senior Program Manager, Immigration Initiatives
Washington, DC

What inspired you about this presentation? What is still unclear for you? What strategies are currently being implemented? What are possible opportunities and barriers for Community Action? How can Community Action be an advocate?

Messaging and Framing

Magnolia III | 3rd Floor

How do you craft effective messages that persuade your audiences to volunteer, donate, or support your cause? To be effective, messages should take into account that people are not blank slates. Existing values, beliefs, and perceptions means your audiences will hear your message within their preconceived frames – the subconscious story reel they play in their head on any given issue. This hands-on session will share the fundamentals of framing and messaging. It will include practical tips for developing tailored messaging, time to draft messages, and real-time feedback from the presenter.

Ketayoun Darvich-Kodjouri, Communications Strategist
Washington, DC

Kathryn A. Clausen, Communications Director
Ohio Association of Community Action Agencies
Columbus, OH

Whole Family Approach Building Blocks—Organization and Leadership Considerations

Azalea I | 3rd Floor

The National Partnership has developed a set of Building Blocks designed to help Community Action Agencies shift their practice for families to a whole family approach. During this session participants will learn about the building blocks, Building and Using Leadership, and Attending to Organizational Culture and Systems. Community Action peer leaders will take participants on a deep dive of specific organizational tools and techniques they are using to shift organization culture.

Presenters:

Duane Yoder, President
Garrett County Community Action Committee
Oakland, MD

Dr. Cynthia Croom, Executive Director
Metropolitan Action Commission
Nashville, TN

Moderator:

Jeannie Chaffin, Consultant,
Community Action Economic Mobility Initiative, National Community Action Partnership
Washington, DC

The determinants and conditions in which people are born, grow, live, work, and play are critical to establishing a trauma informed system that produces positive health outcomes. Medical care is only one piece of health. UCSF Benioff Children's Hospital in Oakland, CA works with families to address the determinants of health and cultivate resilience in a comprehensive way through appropriate screening, interventions, evaluation, collaboration, and systems change. Join this session to learn how this approach can be adapted to a community-based organization, like Community Action. Participants will develop a multi-level action plan for improving service delivery and developing partnerships to address the determinants of health and trauma, and cultivate resilience at the local level.

Dr. Dayna Long, MD, Pediatrician & Division Chief
Department of Community Engagement, UCSF Benioff Children's Hospital
Oakland, CA

Dr. Larissa J. Estes, DrPH, Manager, Community Partnerships
Department of Community Engagement, UCSF Benioff Children's Hospital
Oakland, CA

Managing Coordinated Energy Programs

Imperial Room | 12th Floor

Weatherization Subgrantees are encouraged to leverage the WAP in order to attract non-federal funding and coordinate programs for greater impact. Program and fiscal management of LIHEAP, WAP, and Non-Federal funding can be a challenge, and it is important for all levels of management and leadership in the organization to understand best practices. This panel will provide insight on the importance of coordinating programs and strategies for managing these funds and requirements to ensure successfully coordinated program delivery.

Ryan Clouthier, Deputy Director
Southern New Hampshire Services
Manchester, NH

Jeff Gladis, CCAP, Housing Director
United Community Action Partnership
Marshall, MN

Amy Klusmeier, WAP State Assistance Director
National Association for State Community Services Programs (NASCSPP)
Washington, DC

Laura Milbrandt, Weatherization Housing Director
Prairie Five Community Action Council, Inc.
Montevideo, MN

The Board's Role in Financial Oversight

Crescent Ballroom | 11th Floor

Financial oversight of a multi-million dollar Community Action Agency can be daunting for a volunteer board member, but it is a critical function that the public expects board members to understand and accept. While we cannot all be financial experts (and there is no expectation that you are an expert) this session will give board members understanding of the financial reporting they receive/should receive, clarity on the role of treasurer and the finance committee/audit committee, as well as increased insight into the agency's annual audit process and report.

Denes Tobie, CPA, Partner
Wipfli
Madison, WI

With the universal adoption of the Organizational Standards, a renewed commitment to the principles and practices related to Results Oriented Management and Accountability (ROMA) has been acknowledged by the network. But how do the agency documents identify that the implementation of the full ROMA Cycle is occurring in the agency? Even more important, how is ROMA implementation connected to the overall agency functioning (including assuring Organizational Standards are met and the agency is operating with high quality)? The Partnership is developing a tool kit for local agencies to use as they consider including ROMA in their existing work, including identifying the role of the Certified ROMA Implementer as well as roles of others throughout the agency. Participants at this session will work through some of the proposed activities and will be asked to comment on the toolkit and provide input on the product.

Barbara Mooney, Ed.D., NCRT/I, Director

Association of Nationally Certified ROMA Trainers (ANCRT)
Waynesburg, PA

Courtney Kohler, MA, CCAP, NCRT, Senior Associate

Community Action Partnership, National Office
Washington, DC

State Association Advocacy Training

Terrace Room | 12th Floor

This training is specific to state association staff.

5:15 PM – 6:15 PM

Welcome Reception

Grand Ballroom | 12th Floor

Please join us for special welcome from New Orleans **Mayor LaToya Cantrell**. Then, enjoy networking with your colleagues over light refreshments. Stop by the photo booth for a commemorative picture and be sure to stick around following the reception for a special New Orleans treat courtesy of our local host, Total Community Action!

NEW!

COMMUNITY ACTION IMPACT REPORT

To Be Released January 24th!





7:00 AM – 5:00 PM

Registration, Product Sales, Exhibits

Pre-Function Foyer | 3rd Floor

Don't forget to stop by the exhibit tables for helpful **#Community Action** tools and resources.

7:00 AM – 8:30 AM

Breakfast *(Provided)*

River 127 & Riverbend Terrace | 11th Floor

8:00 AM – 11:00 AM

Concurrent Workshop Sessions

**Developing A Campaign for Change:
From Advocacy, to Legislation, to Implementation**

Magnolia III | 3rd Floor

On any given day, some 7 million people – about one in every 31 people – are under the supervision of the corrections system. They are either locked up, on probation, or on parole. During this session participants will examine the intersection of race and poverty in the criminal justice system as well as the opportunity costs mass incarceration carries for society. Participants will also learn how Total Community Action and its partners have succeeded in creating criminal justice system reform. Practical tips and resources for advocacy will be shared.

Thelma Harris French, President/CEO
Total Community Action
New Orleans, LA

Abby Levine, Director, Bolder Advocacy
Alliance for Justice
Washington, DC

Leslie A. Barnes, Counsel, Bolder Advocacy
Alliance for Justice
Washington, DC

Community Initiatives: Measuring & Reporting Impact

Azalea I | 3rd Floor

The Community Initiative Status Form (CIS) is the entry form for Community Action Agencies reporting community level in Module 3 of the CSBG Annual Report. The CIS is new to the reporting process for FY18 and can, if used effectively, assist the network in telling the story of our community level work. This session will cover the elements of community level initiatives, as well as how the CIS is only as a reporting requirement, but can be utilized as a planning and diagnostic tool during the creation of a community initiative. In addition, agencies will have an opportunity to utilize a recently developed assessment checklist to evaluate CIS examples.

Jenae Bjelland, NCRT, Executive Director
National Association for State Community Services Programs (NASCSPP)
Washington, DC

Courtney Kohler, MA, CCAP, NCRT, Senior Associate
Community Action Partnership, National Office
Washington, DC

Barbara Mooney, Ed.D., NCRT/I, Director
Association of Nationally Certified ROMA Trainers (ANCRT)
Waynesboro, PA

Maribeth Schneber-Rhemrev, CSBG Deputy Director
National Association for State Community Services Programs (NASCSPP)
Washington, DC

DON'T FORGET!
*Stop by the
exhibit tables for
tools & resources*

Your agency has completed a Risk Assessment using the interactive tool created by the Nonprofit Risk Management Center and CAP. Now what? This workshop explores how to create, 'sell,' and implement an action plan organized around the top operational risks facing your organization. The session continues with practical guidance about creating a custom, longer-term model to evolve risk management capabilities. During the final segment you'll learn how to identify and evaluate risks related to strategy and how to develop and present a compelling report about risk and engage your board in a meaningful, governance-level conversation about risks that belong in their orbit.

Melanie Lockwood Herman, Executive Director
Nonprofit Risk Management Center (NRMCM)
Leesburg, VA

Putting Words into Action: Board Roles and Responsibilities in Practice

Azalea II | 3rd Floor

A Community Action Agency is only as effective and impactful as its leadership. It is crucial that the board of directors not only understand what is expected of it but also what decisions and actions it needs to take to meet and exceed those expectations. How can board members go from simply receiving information to asking the right questions to ensure optimal transparency and accountability? In this session we will use scenarios to discuss the role of a Community Action Agency board and explore how a board works collaboratively to fulfill its oversight function. Topics will include the key board responsibilities, nonprofit CAA board members' fiduciary duties, and the relationship of the executive director and the board, including the board chair.

Allison Ma'luf, Esq., Deputy Director and Senior Counsel
Community Action Program Legal Services, Inc (CAPLAW)
Boston, MA

Affordable Housing Development: The Nuts and Bolts of Single-Family and Multi-Family Housing Development

River Room | 12th Floor

Hear from CAA peers about why they decided to develop affordable housing, how they financed and manage the projects, and details about the housing development process. This session will include information on both single-family and multi-family housing development and the differences between them.

Jason Bird, Housing Development Director
Penquis
Bangor, ME

Jenny Larson, Executive Director
Three Rivers Community Action
Zumbrota, MN



Increasingly, the Weatherization Network has successfully built partnerships to fund and coordinate the WAP with increased health measures as well as renewable energy. These innovative partnerships with foundations, hospitals, health insurance companies, and solar developers not only fund additional measures, but may help avoid deferrals for low-income households. Hear from peers around the country on successful strategies to build these partnerships and design coordinated programs for increased impact.

Steve Geller, Executive Director
Southeastern Vermont Community Action
Westminster, VT

Joel Groce, Director of Finance and Administration
North Carolina Community Action Association
Raleigh, NC

Beyond Fundraising Galas: Creating Successful Individual Donor Programs

Crescent Ballroom | 11th Floor

While fundraising events can be great ways to raise visibility and community support for Community Action Agencies, you can raise more money and grow your individual donor base by using other strategies as well – including personal asks, mail and e-mail appeals, and peer-to-peer campaigns. Come to this workshop to learn how to raise more money from individual donors, and strengthen your relationships with your supporters. We'll also touch on building a fundraising team, making a compelling pitch for support and finding more people to ask!

Stephanie Roth
Klein & Roth Consulting
Oakland, CA

11:15 AM – 12:00 PM

General Session | Strategies for Interrupting Gender Bias

Grand Ballroom | 12th Floor

There are many dimensions to consider when thinking about how to achieve gender equity in American society. An important step forward is to acknowledge gender bias and the ways in which it impedes economic mobility. During this panel discussion, Community Action Colleagues will discuss the state of gender equity and strategies that CAAs can engage to affirm empowerment through empathy and action for staff and customers so that everyone can access opportunity.

Patricia Beier, CCAP, Executive Director
Wayne Action Group for Economic Solvency, Inc. (WAGES CAA)
Goldsboro, NC

Krystina Dillard, CCAP, NCRT, Director of Training & Technical Assistance
North Carolina Community Action Association
Raleigh NC

Cynthia Zwick, Executive Director
Arizona Community Action Association
Phoenix, AZ

Ashley Frevert, Executive Director
Community Action of Nebraska
Lincoln, NE

Liz Kuoppala, Executive Director
Mahube-Otwa Community Action
Detroit Lakes, MN

12:00 PM – 12:15 PM **Plan, Mobilize, Act: Strategies for Interrupting Gender Bias** **Grand Ballroom | 12th Floor**

What inspired you about this presentation? What is still unclear for you? What strategies are currently being implemented? What are possible opportunities and barriers for Community Action? How can Community Action be an advocate?

12:15 PM – 1:45 PM **Lunch (On Your Own)**

2:00 PM – 3:00 PM **General Session | Understanding Existing Narratives About Race** **Grand Ballroom | 12th Floor**

Dr. Christopher will provide an introductory presentation on the urgency of healing our divisions and increasing our capacity to understand and embrace our shared humanity. She will explore existing narratives which impede economic mobility, and set the stage for deeper conversation about implicit bias and structural racism as the “underbelly” of inequality in American society.



Dr. Gail C. Christopher, D.N., N.D., Change Agent
Former Senior Advisor and Vice President, W. K. Kellogg Foundation
Past Executive Director, The Institute for Government Innovation
John F. Kennedy School of Government at Harvard University

3:00 PM – 3:15 PM **Plan, Mobilize, Act: Understanding Existing Narratives About Race** **Grand Ballroom | 12th Floor**

What inspired you about this presentation? What is still unclear for you? What strategies are currently being implemented? What are possible opportunities and barriers for Community Action? How can Community Action be an advocate?

3:30 PM – 5:00 PM **Concurrent Workshop Sessions**

Organizational Standards: Beyond Compliance for Public CAAs **Magnolia I & II | 3rd Floor**

The Organizational Standards are organized in three thematic groups comprising nine categories and total 50 standards for public entities. The purpose of the organizational standards is to ensure that all agencies have appropriate organizational capacity, in both critical financial and administrative areas, as well as areas of unique importance to the mission of the Community Action network. During this session participants will engage in learning and discussion around the opportunities and challenges of implementation and monitoring of the standards for public CAAs.

Jarle Crocker, Ph.D., CCAP, NCRT, Director, Training and Technical Assistance
Community Action Partnership, National Office
Washington, DC

Branding for Nonprofits **Magnolia III | 3rd Floor**

What does branding have to do with Community Action Agencies? Turns out: a lot! In this session, we will explore how branding is much more than a logo or other visual identity. When done well, branding is a strategic framework that can help agencies strengthen their internal and external identity, create cohesion, and drive long-term goals. Presenters will review how agencies across the Community Action Network are linking their local brand to increase national visibility, and will review an updated national style guide and tools developed for local agencies and associations.

Ketayoun Darvich-Kodjouri, Communications Strategist
Washington, DC

Kathryn A. Clausen, Communications Director
Ohio Association of Community Action Agencies
Columbus, OH

This session requires separate registration. Visit the Registration Desk for more details.

Co-facilitated by two experienced racial healing circle practitioners who have been working with Dr. Gail Christopher for over a decade, this session will provide participants with an introduction to the racial healing circle methodology. Racial healing circles are designed to focus on the sharing of stories that affirm our common humanity. They are designed take participants into the heart space by inviting people to tell their own stories, to listen deeply to the stories of others, to find common ground and to embrace our common humanity when we see ourselves in the perceived other. When this occurs, we build the trust that is necessary for courageous dialogue and the transformation of hearts and minds that shows up in what we say and do. Racial Healing Circles have proven to be a useful tool for having difficult conversations about life experiences, perceived differences and creating opportunities for diverse groups of peoples to connect deeply.

Dr. Gail C. Christopher, D.N., N.D., Change Agent
Former Senior Advisor and Vice President, W. K. Kellogg Foundation
Past Executive Director, The Institute for Government Innovation
John F. Kennedy School of Government at Harvard University
Washington, DC

Carol Bebel, Co-Founder
Ashé Cultural Arts Center
New Orleans, LA

Mee Moua, Principal
Interdependent Group, LLC
Washington, DC

Understanding the Weatherization Assistance Program - For Local Agency Leaders

Imperial Room | 12th Floor

DOE WAP is one of several prescriptive and technical local agency programs among many funding streams; it is critical for agency leadership to understand the reasons for WAP policy and requirements, the housing, energy and sustainable development. This session will provide leaders with the framework of WAP, the context of current practices and rules and the goals of the new federal strategy of continuous improvement at all levels of the system.

Erica Burrin, WAP Program Manager
U.S. Department of Energy
Washington, DC

Ray Judy, Director
Michigan Training and Education Center
Bureau of Community Action and Economic Opportunity
Lansing, MI

Finance for Non-Finance CAA Leaders

Azalea I | 3rd Floor

Designed for individuals who are not working in the finance department but have the need to understand financial terms, budgets, reports, and overall financial management or programs and agencies, this session will give attendees tools, resources, and a core understanding of good financial management. Whether you are an executive director, program director, or project manager, there are skills you need in the fiscal arena. The session will break down fiscal terms, reports, audits, and much more in this session.

Denes Tobie, CPA, Partner
Wipfli
Madison, WI

Community action agencies share a commitment to equity, compassion and fair treatment. In order to build healthy environments at agencies, it is up to leaders to recognize that people are their greatest asset and to embrace the responsibility to create workplaces that are respectful, supportive and safe. Ensuring these values are present in your organization is important to helping prevent workplace harassment from arising. Attend this session to hear from a thought leader on the impact that culture plays in these situations. You'll also learn what steps your organization can and must take to reduce harassing behaviors, ensure that every employee is part of the solution, and respond appropriately and compassionately when concerns and complaints arise.

Melanie Lockwood Herman, Executive Director
Nonprofit Risk Management Center (NRMCC)
Leesburg, VA

Leadership Development for the Next Generation

Azalea II | 3rd Floor

As a young professional, you may think you can't lead or advance because of your youth or short tenure in your company. Think again. Young professionals may not bring years of experience to a company, but they bring energy, exuberance, a fresh education and knowledge of new technologies that others in the company may not have. They also bring a fresh perspective -- a new look at old problems.

As a young professional, you can still be a leader even if you're not in a position of power. In fact, if you exercise your leadership skills as a young professional, your road to a more desirable position can be much shorter. During this session panelist will discuss the essentials of effective leadership for greater success, faster. The Importance and process of creating a Personal Brand will also be discussed.

Belva Dorsey, Chief Executive Officer
Enrichment Services Program, Inc.
Columbus, GA

Pritika Ram, MPA, Director of Administration
Community Action Partnership of Kern
Bakersfield, CA

Darick Simpson, Executive Director
Long Beach Community Action Partnership
Long Beach, CA

State Association Advocacy Training

Terrace Room | 12th Floor

This training is specific to state association staff.



MISSION

Community Action Partnership, National Office

To ensure all causes and conditions of poverty are effectively addressed and to strengthen, promote, represent, and serve the Community Action Network.

7:00 AM – 10:00 AM **Information & Product Sales** **Pre-Function Foyer | 3rd Floor**

Have you purchased your **#CommunityAction** merch for the team? Stop by Product Sales before you leave!

7:00 AM – 8:30 AM **Breakfast (Provided)** **River 127 & Riverbend Terrace | 11th Floor**

8:00 AM – 8:45 AM **General Session | Mapping the Next Steps** **Grand Ballroom | 12th Floor**

Gather with your team or peers and consider what you will do differently when you return to your agency?
What will success look like? Who will lead implementation?

9:00 AM – 11:00 AM **Concurrent Workshop Sessions**

Transformation through the Learning Community **Azalea I | 3rd Floor**

Several Community Action Agencies have experienced change through participation in the 2018 Learning Community. Four agencies will share their learning and transformation as they've worked to implement a whole family approach, integrate services, and/or provide financial empowerment through their delivery of services. Resources and takeaways for replication in other CAAs will be shared.

Presenters:

Jamie Austin, Director, Community Services
Enrichment Services Program
Columbus, GA

Carter Friend, Deputy Director
York County Community Action Corporation
Sanford, ME

Mia Harnos, Chief Development and Communications Officer
Wayne Metro Community Action Agency
Detroit, MI

Pritika Ram, MPA, Director of Administration
Community Action Partnership of Kern
Bakersfield, CA

Sheila Shegos, Outreach & Grant Administrator
Community Action Partnership of Kern
Bakersfield, CA

Moderator:

Tiffany Marley, CCAP, NCRT, Director
Practice Transformation
Community Action Partnership, National Office
Washington, DC

Save the Date!



Immigration Summit

April 3-5, 2019 • El Paso, TX

Convened in Partnership with EL Paso CAP Project Bravo



Storytelling for Good

Magnolia III | 3rd Floor

Stories can be powerful communications tools. They can bring an organization's impact to life, shape public perception of your clients, and influence how political leaders and donors view the urgency of your work. But are you using this tool effectively – and ethically? In this session you will learn how to craft a compelling story, following the tried-and-true storytelling formula that's been used from Beowulf to the Wizard of Oz to Black Panther. We will also spend time reviewing ethical considerations, so your organization's storytelling can both strengthen your cause and empower your clients, without inadvertently advancing harmful stereotypes.

Ketayoun Darvich-Kodjouri, Communications Strategist
Washington, DC

Kathryn A. Clausen, Communications Director
Ohio Association of Community Action Agencies
Columbus, OH

The Community Reinvestment Act: How to Use This Advocacy Tool to Increase Investment in Your Community

River Room | 12th Floor

The Community Reinvestment Act (CRA) has been a critical tool that many community groups have successfully used to advocate at the local level to bring substantial amounts of capital into the low-income communities they serve.

Learn how Community Action Agencies have used the CRA to build relationships with local banks and raised funds for housing, small business lending and other community programs.

Alan Jennings, Executive Director
Community Action Council of the Leigh Valley
Bethlehem, PA

Salam Nalia, Chief Financial Officer
Fresno Economic Opportunities Commission
Fresno, CA

The focus of this workshop is helping participants think through the strategies available to Community Action Agencies to support their strategic planning process. Participants will work on identifying their agencies' key performance areas, developing strategies to address community and agency needs, and linking strategies to indicators to measure strategic plan outcomes. The session will use a combination of facilitated discussion and peer-to-peer small group activities.

Jarle Crocker, Ph.D., CCAP, NCRT, Director, Training and Technical Assistance
Community Action Partnership, National Office
Washington, DC

ROMA Basics for Boards

Magnolia I & II | 3rd Floor

Board involvement is essential for each phase of the Results Oriented Management & Accountability (ROMA) Cycle. While not every Board Member will need an in depth understanding of how to apply ROMA to all aspects of agency functioning, there are key actions and concepts the Board needs to know to comply with the CSBG Organizational Standards, as well as to guide an agency in quality performance management and on-going improvement. This session will provide a brief, but useful overview of the roles and responsibilities of board members related to "full implementation of the ROMA Cycle." Participants will also learn about training resources to be used at the local agency.

Courtney Kohler, MA, CCAP, NCRT, Senior Associate
Community Action Partnership, National Office
Washington, DC

Census 2020: What You Need to Know and Do Now

Azaelea II | 3rd Floor

Learn about policy issues like which questions will be asked, operational issues – for example, the Census Bureau's hopes for 47% of people to complete the survey online - and challenges in motivating people to complete the census. Census data are used to allocate over \$400 billion in Federal funds, and to establish boundaries for election districts for Congress and state legislatures.

Jim Masters, CCAP, NCRT, Knowledge Worker
Center for Community Futures
Berkeley, CA

Allen Stansbury, Public Policy Research Analyst
Center for Community Futures
Berkeley, CA

VALUES

Community Action Partnership, National Office



We believe all people should be treated with dignity and respect and recognize that structural race, gender, and other inequities remain barriers that must be addressed.



We believe that this nation has the capacity and moral obligation to ensure that no one is forced to endure the hardships of poverty.



We believe that with hope, adequate resources and opportunities, everyone can reach their fullest potential, and we are committed to achieving that vision.



We pledge ourselves to creating an environment that pursues innovation and excellence through multi-sector partnership and collaboration.

Join national partners CAPLAW, NASCSP, and the Partnership, for a discussion around 2019 training, tools, and resources that can assist the Community Action Network in continuing to be “A Voice for Change.”

Community Action Partnership, National Office

Denise Harlow, MSW, CCAP, NCRT
Chief Executive Officer
Washington, DC

Community Action Program Legal Services (CAPLAW)

Allison Ma'luf, Esq.,
Deputy Director and Senior Counsel
Boston, MA

National Association for State Community Services Programs (NASCSP)

Jenae Bjelland, NCRT
Executive Director
Washington, DC

Bryan Duncan, CCAP, NCRT
Board Chair, Community Action Partnership
Executive Director, I-Care, Inc.
Statesville, NC

Denise Harlow, MSW, CCAP, NCRT
Chief Executive Officer, Community Action Partnership
National Office Washington, DC



SAVE THE DATE!

2019 COMMUNITY ACTION PARTNERSHIP ANNUAL CONVENTION

August 28-30, 2019

Chicago, Illinois

Chicago Marriott Downtown Magnificent Mile

THANK YOU EXHIBITORS!



alphaTUB Corp



A&E Office Machines, Inc.



Computer Data Services (CDS)



Irwin Siegel Agency, Inc.



National Human Services Assembly

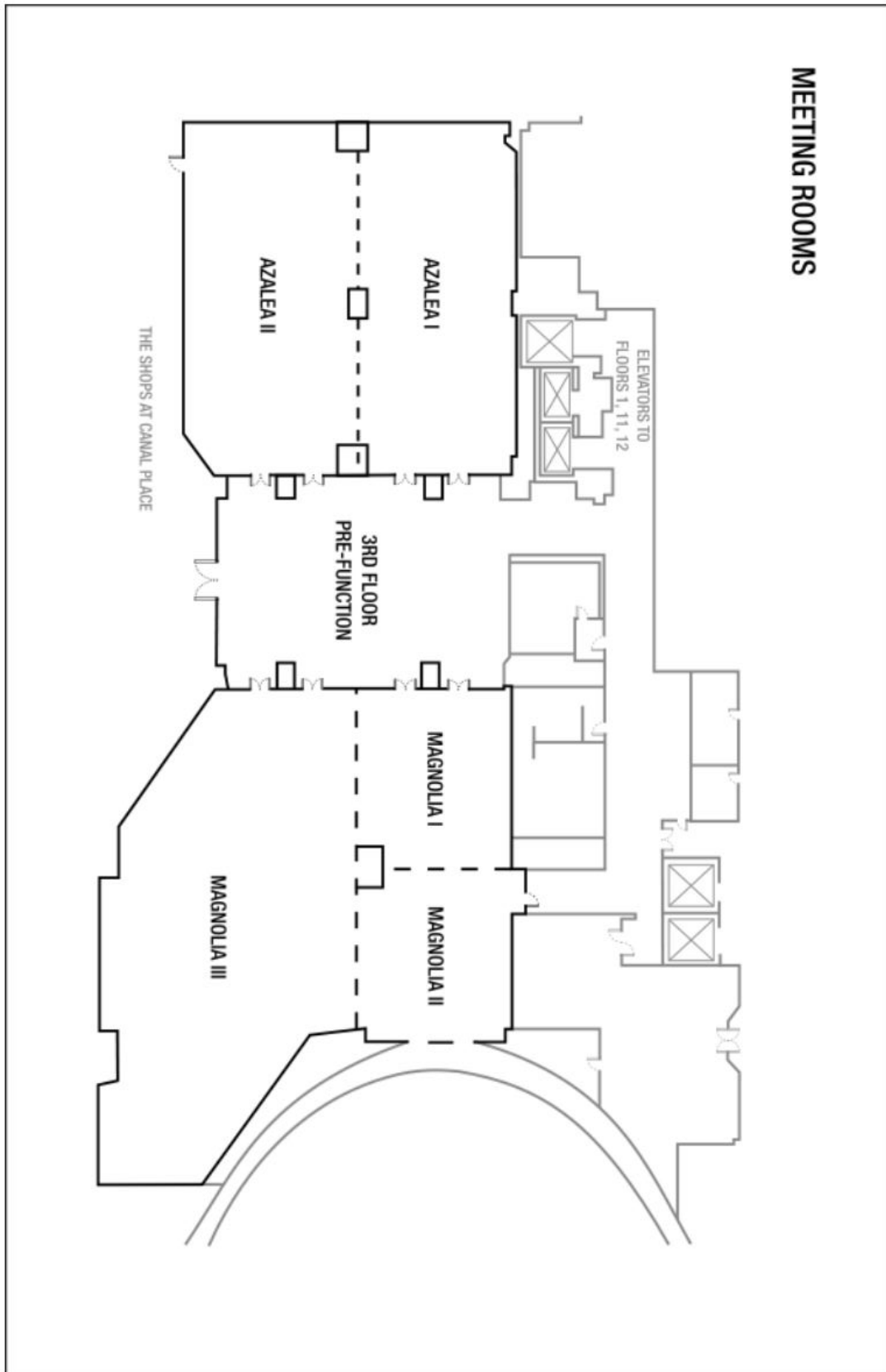


Springfield College School of
Professional and Continuing Studies

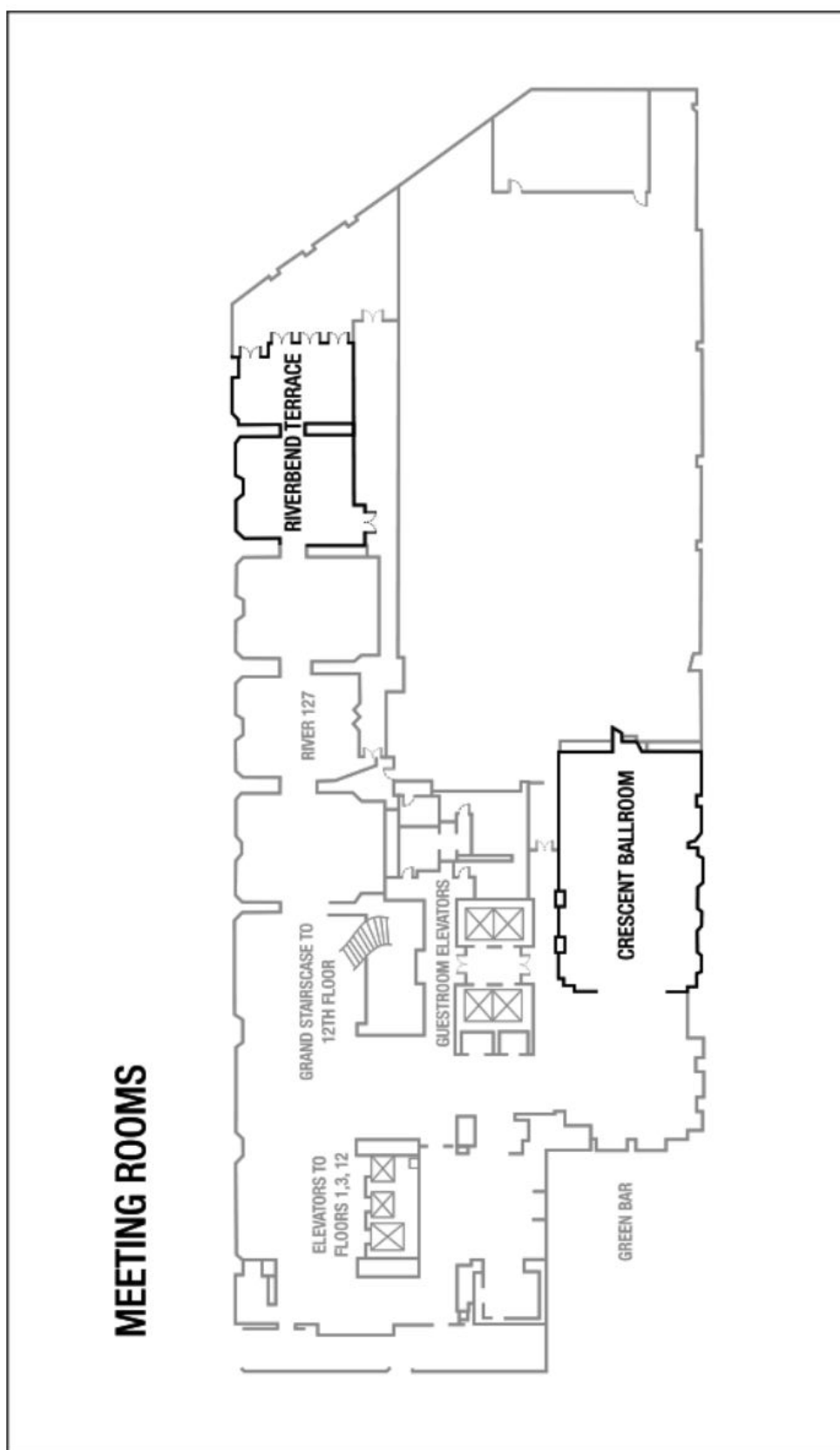


Wipfli, LLP

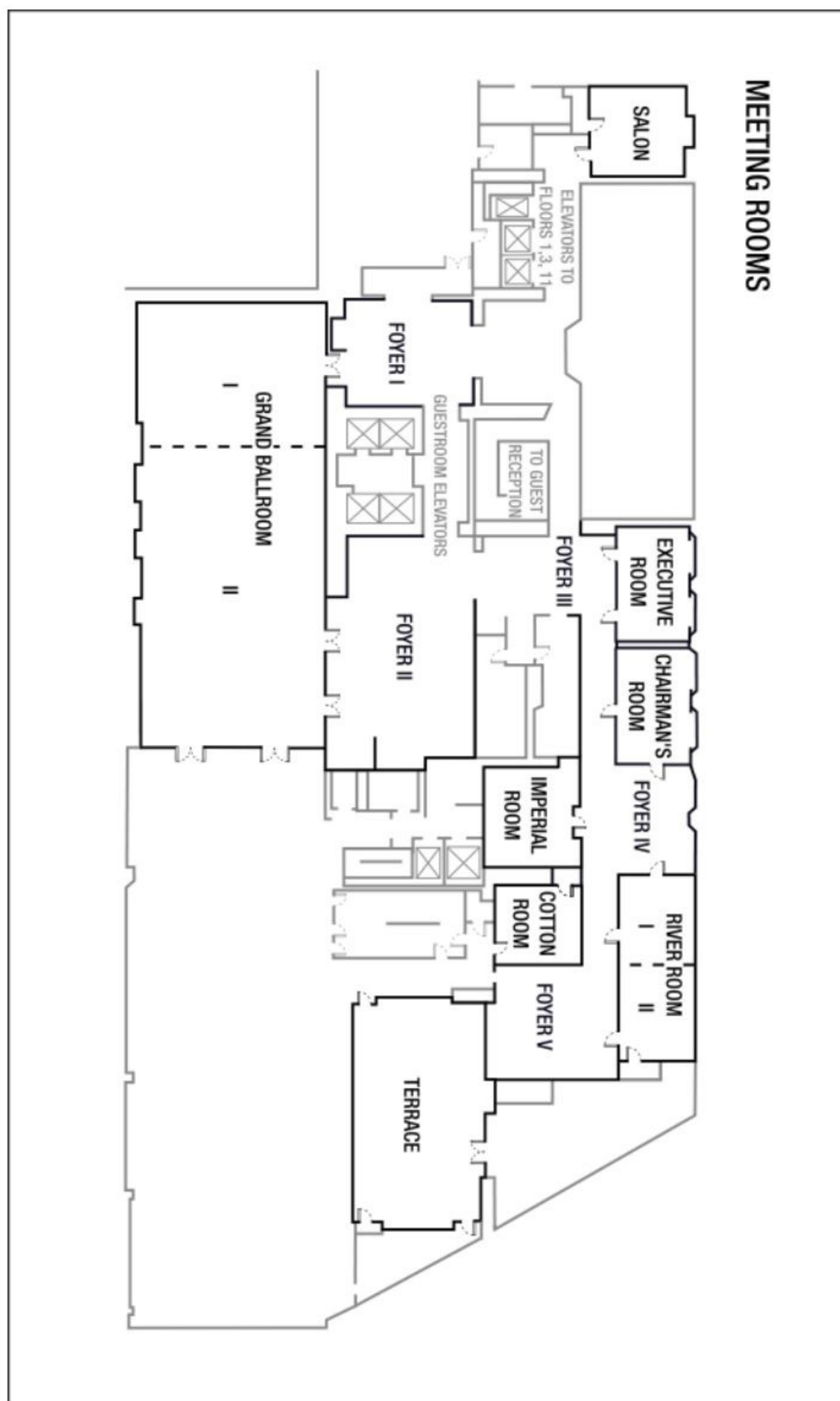
HOTEL MAP, 3RD FLOOR



HOTEL MAP, 11TH FLOOR



HOTEL MAP, 12TH FLOOR





The Promise of Community Action

Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live.

We care about the entire community, and we are dedicated to helping people help themselves and each other.

Community Action Partnership

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