

*Community Action: Our Next 50 Years*



*Missouri Community Action Network  
Annual Conference 2016*

NOTES:

*This conference brochure belongs to:*



Dear Conference Participant,

Welcome to the 2016 Annual Conference. This year marks the 40<sup>th</sup> Annual Conference hosted by our state network. There are big changes coming to the Network in the next few weeks, including a new executive director and rebranding from Missouri Association for Community Action (MACA) to the Missouri Community Action Network!

This will be an exciting conference that will provide ample opportunity for networking with your peers, gaining knowledge to take back to your organization, and of course, fun! We are pleased that you are here to celebrate the Community Action Network's successes over the past year and learn new information to help us move forward.

The conference committee has planned an incredible agenda for you. There are 20 separate training workshops for you to choose from and two amazing keynote speakers in addition to good food, music, and the annual auction to benefit the National Community Action Foundation.

You are a valued part of the Missouri Community Action Network (CAN)! The families and communities you assist are fortunate to have you as an advocate. Together, we will continue to work over "**Our Next 50 Years**" to end poverty in Missouri!

A handwritten signature in black ink that reads "Pam LaFrenz". The signature is written in a cursive, flowing style.

*Pam LaFrenz,  
Missouri CAN Board President*

## 2016 Annual Conference Committee

Many thanks to this year's conference committee for their hard work  
and dedication to the Community Action Network.

Martha Ray	CMCA
Joel Evans	DAEOC
Heidi Lucas	Missouri CAN
Beth Dye	MOCA
Angie Stoll	MVCAA
Melanie Corporon	MVCAA
Bryan Adcock	OAI
Ron Kightlinger	PCAC
Brooke McKinney	WCMCAA
Sandy Swanagon	WCMCAA

# 2016 MACA Annual Conference Agenda

## **Tuesday, June 21**

7:30 a.m. - 1:00 p.m.	Registration
8:30 a.m.	Pre-Conference Sessions
11:30 a.m.	Conference Opening - Grand Ballroom
12:00 p.m.	Awards Lunch - Grand Ballroom
2:30 p.m.	Visit with Exhibitors
3:00 p.m.	Concurrent Workshops
4:30 p.m.	Visit with Exhibitors
6:00 p.m.	Dinner, Auction, and Entertainment - Grand Ballroom

## **Wednesday, June 22**

7:00 a.m.	Breakfast - Grand Ballroom
8:30 a.m.	Concurrent Workshops
10:00 a.m.	Visit with Exhibitors
10:30 a.m.	Concurrent Workshops
12:00 p.m.	Keynote Luncheon - Grand Ballroom Sponsored by Betty Jean Kerr People's Health Centers
1:00 p.m.	Keynote & book signing with Robert Putnam, Professor at Harvard's John F. Kennedy School of Government and author of <i>Our Kids: The American Dream in Crisis</i>
3:00 p.m.	Concurrent Workshops
4:30 p.m.	Networking & Social Hour with Exhibitors - Grand Ballroom

## **Thursday, June 23**

7:00 a.m.	Breakfast - Grand Ballroom
8:30 a.m.	Membership Meeting - Renaissance Ballroom (12 <sup>th</sup> Floor) <ul style="list-style-type: none"><li>• State of the State - Missouri Community Action Network Report</li><li>• Legislative Update</li></ul>
10:30 a.m.	Closing Keynote with Rev. Starsky D. Wilson, Deaconess Foundation
11:45 a.m.	Closing of the Conference



# Workshop Schedule



## Tuesday Pre-Conference Training (Complimentary for the Community Action Network)

8:30 a.m. - 11:30 a.m.

Lambert A-B	Heathrow	Meet at Registration
Your Key Role in Leading Your Agency's Leader: Four Ways to Improve Your Executive Director's Leadership  <i>Carolyn Sullivan, New Chapter Coaching</i>	Organizing for Community Change: Engaging Communities in Their Own Development  <i>Steve Jeanetta, University of Missouri Extension</i>	Community Action Agency of St. Louis County (CAASTLC) Seeds of Hope Farm visit  <i>CAASTLC Staff</i>

## Tuesday Workshops

3:00 p.m. - 4:30 p.m.

Lambert A-B	Heathrow	Orly	Gatwick	Lambert C-D
Moodle 101: Online Training Opportunities for Community Action  <i>Courtney Kohler, Missouri CAN</i>	Data Analysis: ROMA Next Generation  <i>Katy Kujawski, NASCSP</i>	Management Information System Best Practices  <i>Jayna Gray, Missouri CAN; Pat Bulejski, CAASTLC; &amp; Kathy Block, NECAC</i>	Change is Coming: Effectively Managing Your Next Executive Transition  <i>Carolyn Sullivan, New Chapter Coaching</i>	Effective Board Governance - Making Board Service Great  <i>Jane Klieve, Klieve Group LLC &amp; Julia Hampton, JFCAC Board President</i>

## Wednesday Workshops

### Session I

8:30 a.m. - 10:00 a.m.

Lambert A-B	Heathrow	Orly	Gatwick	Lambert C-D
Advocacy 101: Your Voice Matters  <i>Thomas McAuliffe, Missouri Foundation for Health</i>	Measuring Bundled Services & Developing Statewide Linkages and Coordination  <i>Katy Kujawski, NASCSP</i>	Using Data to Support Community Needs Assessments  <i>Jamie Kleinsorge, IP3</i>	Create For-Profit Revenue Streams: Apply Business Principles  <i>Karl Eck, Wipfli</i>	Mapping Success: 7 Steps to Strategic Communication Planning  <i>Kerri Voyles &amp; Jess Long, Missouri CAN</i>

## Wednesday Workshops

### Session II

10:30 a.m. - 12:00 p.m.

Lambert A-B	Heathrow	Orly	Gatwick	Lambert C-D
Personal Safety for the Professional Home Visitor with Practical Basic Defense Techniques  <i>Officer Kevin Kempker, Jefferson City Police Department</i>	Two Generations, One Future: Advancing Whole Family Outcomes in Bold Ways  <i>Sarah Haight, Ascend at the Aspen Institute</i>	Emotional Intelligence  <i>Connie Fisher, Mental Health America of Eastern Missouri</i>	Building Resiliency  <i>Dr. Nirbhay Nand Singh, Ph.D., MacTavish Behavioral Health</i>	Missouri Sunshine Law  <i>Tom Durkin, Attorney General's Office</i>

## Wednesday Workshops

### Session III

3:00 p.m. - 4:30 p.m.

Lambert A-B	Heathrow	Orly	Gatwick	Lambert C-D
Closing the Opportunity Gap: What is to be done?  <i>Robert Putnam, Harvard Kennedy School and Guest Panel</i>	How Trauma Impacts Social, Emotional, and Health Outcomes  <i>Emily Luft, Alive and Well STL</i>	Power-Up Your Productivity  <i>Connie Fisher, Mental Health America of Eastern Missouri</i>	Manage a Nonprofit Like a Business  <i>Karl Eck, Wipfli</i>	Respecting and Understanding Immigrants in the Workplace  <i>M. Leticia Seitz &amp; Ivette Acevedo-Weatherholz; Latinos En Axion STL</i>

## Tuesday Pre-Conference Training Descriptions

### **Your Key Role in Leading Your Agency's Leader: Four Ways to Improve Your Executive Director's Leadership** *Carolyn Sullivan, New Chapter Coaching*

**Lambert A-B**

Strong nonprofits are governed by dedicated nonprofit boards of directors and high-performing executive directors. But while they are a working partnership, the board has clear responsibilities for the management of the executive director. All too often, these management responsibilities are largely unattended, usually based on the reality or assumption that the leader is competent. In this workshop, we'll cover the four most common ways in which boards of directors fail to lead their executive directors, the ramifications of these failures, and the benefits in using new strategies in the year ahead. This workshop will leave you with clear action steps for how to improve your leadership of your executive director, as well as tools, samples, and templates to help you make that action happen.

### **Organizing for Community Change: Engaging Communities in Their Own Development** *Stephen C. Jeanetta, University of Missouri Extension*

**Heathrow**

How do you bring groups together, often of diverse backgrounds, to address change in their communities? Addressing issues of change can be challenging because people don't have effective ways of working across differences, finding common ground and building action agendas that seek to engage people around the issues they care about most. In this workshop, we'll explore ways to engage with community groups and organizations in their own development, develop the capacity to form collaborative working relationships and engage in development through processes that helps people understand the issues they are facing, develop action agendas for addressing those issues and creating support systems that sustain efforts over time.

### **CAASTLC Seeds of Hope Farm visit** *CAASTLC Staff*

**Off Site Visit**

Seeds of Hope Farm is a project of the Community Action Agency of St. Louis County. The goal of the farm is to increase access to affordable fresh produce through their unique income-tiered co-op, bringing together members of all different economic backgrounds. Join us for a tour at both farm facilities and meet the farmers to learn more about this innovative program. Meet at the conference registration desk at 8:30 to board a van to visit the farms. We will return to the hotel by 11:00 a.m. Please dress appropriately to be outside for the morning!

## Tuesday Evening Entertainment: Lip Sync or Skit!

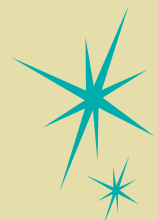
This year we are excited to have a contest with the same theme as your auction basket.

Lip sync, sing a song or do a skit from your TV show as members in the audience vote with dollars for the best performance! All proceeds will be donated to a local charity picked by the winning agency.



## Community Action Agencies and Shows

Seinfeld	CMCA	Simpsons	CAPNEMO
Fresh Prince of Bel Air	USCAA	M*A*S*H	CSI
Gilligan's Island	DAEOC	Cheers	MOCA
The Love Boat	EMAA	Friends	CAPNCM
Beverly Hillbillies	WCMCAA	Married with Children	OACAC
The Golden Girls	MVCAA	Munsters	SCMCAA
The Jeffersons	PCAC	Full House	CAPSTJOE
Green Acres	NECAC	Happy Days	JFCAC
Andy Griffith Show	ESC	Brady Bunch	OAI
Home Improvement	Missouri CAN	Sanford and Sons	CAASTLC



## Tuesday Workshop Descriptions

### **Moodle 101: Online Training Opportunities for Community Action**

*Courtney Kohler, Missouri CAN*

**Lambert A-B**

We know that trainings often incur costs and require time out of the office for staff. While some trainings are necessary to have in person, there are many trainings that can be offered in short modules, at a distance, and at the pace of the agency and staff members. Therefore, we have utilized an online learning management system for e-courses so that Missouri Community Action Network staff can have access to training at anytime, anywhere. This session will cover an overview of the current courses, the various ways agencies and staff can use Moodle, and the future of online training for the network.

### **Data Analysis: ROMA Next Generation**

*Katy Kujawski, National Association of State Community Services Programs*

**Heathrow**

This session will provide an overview of the ROMA NG reporting process and provide an opportunity to discuss how the proposed changes will affect the CSBG Network. This session will deepen understanding of the ROMA NG next steps, provide an opportunity for further dialogue, and detail next steps in the development of a new CSBG Annual report format and process.

### **Management Information System Best Practices**

*Jayna Gray, Missouri CAN; Pat Bulejski, CAASTLC; & Kathy Block, NECAC*

**Only**

A well-designed and thought-out process based on accomplishing best practices can dramatically improve proposal quality. This session explores best practices to adopt when using a statewide management system to collect data, verify data integrity, and serve clients. This session will also give participants the opportunity to share tips and tricks with other MIS users.

### **Change is Coming: Effectively Managing Your Next Executive Transition**

*Carolyn Sullivan, New Chapter Coaching*

**Gatwick**

Your director resigns or retires and you hit panic! You know a poorly managed transition can mean negative program outcomes, loss of significant funding, and the tarnishment of your agency's reputation. But it doesn't have to end that way. Come to this workshop and hear how your well-managed transition can breathe fresh air into your agency, create a greater sense of purpose and unity among the board of directors, and result in stronger leadership making better decisions about the agency's future. This workshop will leave you with the road map, tips and tools to confidently leave your transition woes behind.

### **Effective Board Governance - Making Board Service Great**

*Jane Klieve, Klieve Group LLC & Julia Hampton, Board President, JFCAC*

**Lambert C-D**

Serving on a nonprofit board is an honor and a responsibility. This workshop will share information about equipping board members to be highly engaged and successful in their roles. Ideally, the board is a collaborative partner with the agency executive director....but what does that really mean? Board consultant Jane Klieve will share background information and best practices for nonprofit boards. Julia Hampton, board president for Jefferson Franklin Community Action Corporation (JFCAC), will discuss the work that Jane has done with the JFCAC board to help them become even more effective.

## Missouri CAN Conference Network Game

Take some time to get to know your fellow Community Action Attendees! Use the questionnaire in the registration packet and find a person here at the conference who fits the description listed. Make sure to introduce yourself before asking the question to a person you do not know. Have the person write their name down next to the item that fits them. You can only use each person once and at least 6 people have to be from outside your agency. Once completed, please return the questionnaire to the registration desk for a chance to win a prize!



**Advocacy 101: Your Voice Matters**

*Thomas McAuliffe, Director of Health Policy,  
Missouri Foundation for Health*

**Lambert A-B**

This session will provide an overview of Missouri's legislative process, as well as methods to help effectively navigate the system through advocacy. The presentation will also briefly examine the difference between advocacy and lobbying and provide resources for understanding those rules. Finally, this seminar will reflect on the health policy legislation filed and passed in the 2016 legislative session and analyze the possible impact on future policy making.

**Measuring Bundled Services & Developing Statewide Linkages and Coordination**

*Katy Kujawski, National Association of  
State Community Services Programs*

**Heathrow**

This session will help states strengthen their capacity to review CAAs collective data on bundled assessments and services. This information is used in their state plan to describe the linkages and coordination needed to ensure increased access to CSBG services and avoid duplication of services (such as health care or tax assistance programs) to low-income people and communities. Session participants will leave with a clear understanding of the bundled services model, how to operate bundled services, and how to report on outcomes achieved as a result of bundled services.

**Using Data to Support Community Needs Assessments**

*Jamie Kleinsorge, IP3*

**Orly**

This session will expose participants to data, mapping, and reporting tools on Community Commons. Participants will get an in-depth demonstration of the Community Action Community Needs Assessment Tool and how it can be used to support on the ground activities.

**Create For-Profit Revenue Streams: Apply Business Principles**

*Karl Eck, Wipfli*

**Gatwick**

In this session, we will explore the topic of starting for-profit business ventures in a grant-funded nonprofit environment. While starting up a new business might sound like an easy way to generate some unrestricted funds, there are funding source regulations, tax matters and other considerations to take into account before getting started. The session topics will include: funding source regulations to be aware of; tax considerations; and evaluating your business idea for success. There will be an opportunity for participants to brainstorm new business ideas for an interactive discussion between participants and the trainer.

**Mapping Success: 7 Steps to Strategic Communication Planning**

*Kerri Voyles & Jess Long, Missouri CAN*

**Lambert C-D**

Do you ever feel like your communications are going off road without achieving strategic, measurable results? Are your communications more reactive than proactive, more rushed than organized? What you need is a road map, a Strategic Communication (StratComm) plan. A StratComm plan will: be rooted in your organization's vision and mission; define objectives, outputs and outcomes; and forecast future projects. In this session, you will learn a 7-step StratComm planning process. The session will be guided by a Community Action organization's board-approved plan. You will walk away with a StratComm guide for your agency to start mapping success.

# Keynote Speaker

**Robert D.  
Putnam**

Robert D. Putnam is the Peter and Isabel Malkin Professor of Public Policy at Harvard, where he teaches both undergraduate and graduate courses. Professor Putnam is a member of the National Academy of Sciences, a Fellow of the British Academy, and past president of the American Political Science Association.

In 2006, Putnam received the Skytte Prize, the world's highest accolade for a political scientist, and in 2012, he received the National Humanities Medal, the nation's highest honor for contributions to the humanities.

Raised in a small town in the Midwest and educated at Swarthmore, Oxford, and Yale, he has served as Dean of the Kennedy School of Government. He has written fourteen books, translated into



**Personal Safety for the Professional Home Visitor  
with Practical Basic Defense Techniques**

*Officer Kevin Kempker, Jefferson City Police Department*

**Lambert A-B**

This workshop will focus on the precautions and measures to take both prior to and during an in-home visit. We will also discuss general personal safety at home, at work, and while out in public.

**Two Generations, One Future:  
Advancing Whole Family Outcomes in Bold Ways**

*Sarah Haight, Ascend at the Aspen Institute*

**Heathrow**

Two-generation approaches have gained momentum in recent years, with opportunities in programs, policies, and systems for better outcomes for children and their parents together. What does it mean for programs to more holistically serve children and their parents together, particularly in the face of limited resources? In this session, you will learn about 2Gen 2.0; hear about 2Gen innovations around the country; and get an opportunity to imagine and develop a 2Gen program in your own community.

**Emotional Intelligence**

*Connie Fisher, Mental Health America of Eastern Missouri*

**Orly**

Explore the relationship between feeling, thinking and actions and how they impact communication and relationships. Learn to recognize your emotions and the emotions of others and how to manage those emotions. Learn how to improve your emotional intelligence for personal and professional success.

**Building Resiliency**

*Dr. Nirbhay N. Singh, MacTavish Behavioral Health*

**Gatwick**

Building Resilience is a program being developed by Jefferson Franklin Community Action Corporation for its Head Start program. The program acknowledges that without direct intervention, children born into poverty may face significant social, emotional, and behavioral difficulties, as well as fall behind in academic skills at school. This workshop will explore why and how the impact of poverty has lifelong effects, what is meant by resilience, and how Head Start programs can help build resilience in the children and families served by the program. This workshop will describe the critical components of the Building Resilience program that triangulates skill building in children, their teachers, and parents using a mindfulness-based Social-Emotional Learning Curriculum developed specifically for children under 5 years of age. Target Audience: Head Start, family workers, and others working with children and families who are concerned about social, emotional and behavioral impacts of poverty.

**Missouri Sunshine Law**

*Tom Durkin, Attorney General's Office*

**Lambert C-D**

This workshop is part of an ongoing effort by Attorney General Chris Koster to provide government officials with the support they need to be well informed in conducting their business in a way that brings transparency and fairness to all aspects of government. Topics covered in the presentation will include answers to the following questions: Who does the Sunshine Law apply to? What is a public meeting? What is a public record? In addition, the session will explore liberal construction of the law and procedures and limitation for closing meeting and records, as well as fees for responding to a records request.

more than twenty languages, including *Bowling Alone* and *Making Democracy Work*, both among the most cited publications in the social sciences in the last half century.

He has consulted for the last three American presidents, the last three British prime ministers, the last French president, prime ministers from Ireland to Singapore, and hundreds of grassroots leaders and activists in many countries.

His latest book, *Our Kids: The American Dream in Crisis*, on the growing class gap among American young people, was published in March 2015.



**Closing the Opportunity Gap: What is to be done?****Lambert A-B**

*Robert Putnam, Harvard Kennedy School; Sarah Haight, Ascend at the Aspen Institute; and Missouri Community Action Guest Panelists*

Over the last several decades young people from college-educated homes and those from high-school educated homes have diverged on many factors predicting life success: two-parent homes, parental investments of time and money, test scores, physical health, participation in extracurricular and religious activities, school quality, college entrance and completion. Kids from low-income homes of all races are increasingly adrift from family, school, church, and community institutions. How can we begin to stem these growing gaps in inequality of opportunity? In an open discussion, Professor Robert D. Putnam will suggest possible approaches and solutions from around the nation as well as from here in Missouri—from families and parenting to early childhood education to K-12 schooling to community institutions to “on-ramps” like community colleges.

**How Trauma Impacts Social, Emotional, and Health Outcomes****Heathrow**

*Emily Luft, Alive and Well STL*

This workshop will explore the impact and prevalence of toxic stress and trauma. Specific items covered will include: a comprehensive framework for toxic stress and trauma, the Adverse Childhood Experience (ACE) Study, and the impact of trauma on brain development and health, the symptomology of trauma throughout the lifespan, and what we can do as organizations and as a community to help reduce the impact of stress and trauma on our health and well-being.

**Power-Up Your Productivity****Orly**

*Connie Fisher, Mental Health America of Eastern Missouri*

Productivity is an average measure of the efficiency of your effort. Learn to manage your energy instead of your time. In addition, discover how to set meaningful goals, maintain motivation and combat procrastination.

**Manage a Nonprofit Like a Business****Gatwick**

*Karl Eck, Wipfli*

We will provide an overview of the tools necessary to successfully operate a grant-funded nonprofit organization like a business. The topics of this session will include: guidelines and ratios for determining financial health; an overview of how to read financial statements; methods of generating unrestricted funds in a grant-funded environment; and operating with effective internal controls.

**Respecting and Understanding Immigrants in the Workplace****Lambert C-D**

*M. Leticia Seitz and Ivette Acevedo-Weatherholz, Latinos En Axion STL*

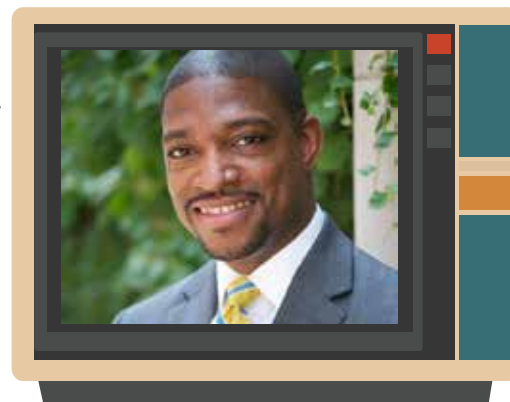
Building relationships is needed to increase understanding and trust in diverse communities. In this session, the instructors will discuss how best to work with clients who are immigrants and/or non-native English speakers.

## Closing Keynote - June 23rd - Reverend Starsky Wilson

Reverend Starsky D. Wilson is a pastor, philanthropist and activist pursuing God's vision of community marked by justice, peace and love. He is president & CEO of Deaconess Foundation, pastor of Saint John's Church (The Beloved Community) and co-chair of the Ferguson Commission.

Through Saint John's, Wilson has led congregational activism on myriad issues, including youth violence prevention, Medicaid expansion, public school accreditation, voter mobilization, and raising the minimum wage.

In 2014, Missouri Governor Jay Nixon appointed Rev. Wilson co-chair of the Ferguson Commission, a group of sixteen citizens empowered to study the underlying conditions and make public policy recommendations to help the region progress through issues exposed by the tragic death of Michael Brown, Jr. On September 14, 2015 they released the ground-breaking **Forward Through Ferguson: A Path Toward Racial Equity Report**, calling for sweeping changes in policing, the courts, child well-being and economic mobility.



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## Exhibitors

Betty Jean Kerr People's  
Health Centers

New Chapter Coaching

Missouri Care

Department of Insurance

CaseWorthy Inc.

CLAIM

Missouri Public  
Service Commission

AT&T

Adsystem

People's Community  
Action Corporation

THO

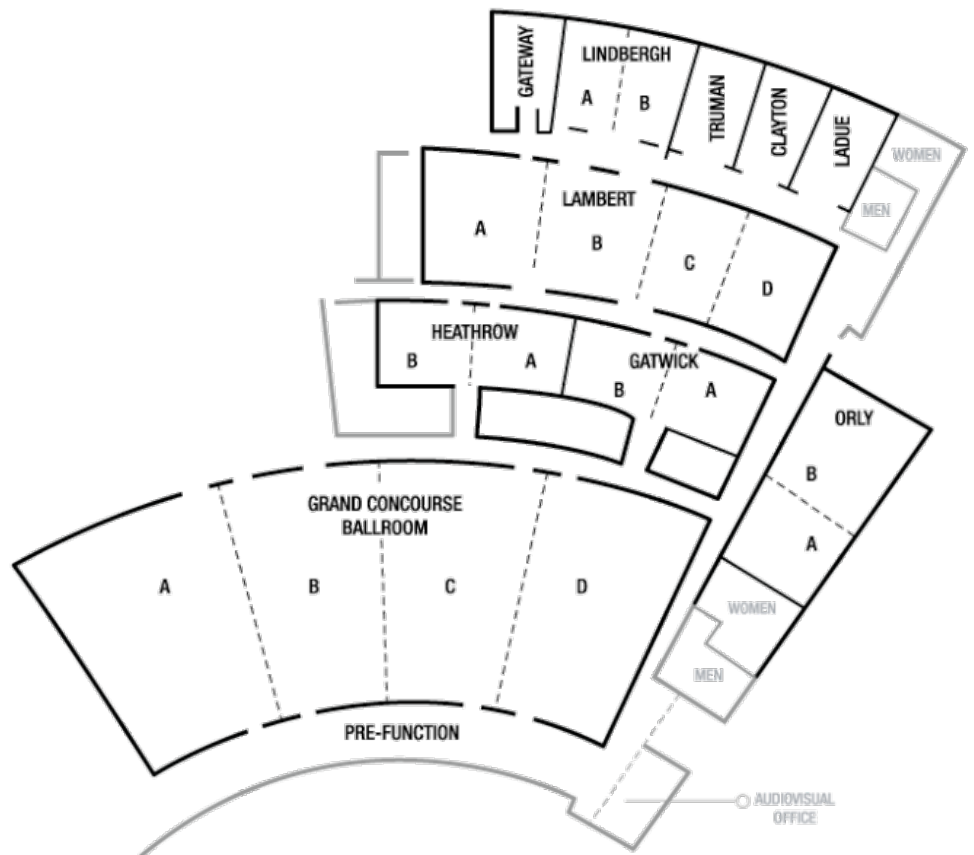
Home State Health

Columbia College

Mutual of America

Network for Strong  
Communiites

## Hotel Map



# 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.

## Vision

*A state where all  
people and  
communities thrive.*

## Mission

*To advocate for low-income  
Missourians and strengthen the  
Community Action Network.*

*HELPING PEOPLE.  
CHANGING LIVES.*