

# 2015 AJFCA ANNUAL CONFERENCE

## SESSION DESCRIPTIONS

### Agency Services

#### **A Multifaceted Approach to Developing Companion Programs to Enhance Services and Increase Revenues**

This panel discussion will present two different approaches to using companion programs to enhance services and increase revenues. Tactical approaches to the creation of these models will be discussed and will include the history of how these programs began; how the programs have evolved over time; best practices and different approaches to establishing a similar program in your community. The nuts and bolts of different approaches to program components; best practices to enhance both the client and the companion's experience; and the business side of how to run a successful and sustainable program.

#### **Leading Organizational Change Towards Authentic Inclusion of People with Disabilities**

This two hour session sponsored by the University of Delaware and the Ruderman Family Foundation's Jewish Leadership Institute on Disabilities and Inclusion will address the changing landscape of inclusion and support for people with disabilities and what that means in the context of a Jewish family service agency. There is a nationwide shift from segregated or congregate programs and practices toward supports that enable individuals to have positive control over their own lives. As Jewish organizations become more attuned to providing individualized support that honors and respects each individual's unique needs and wants, leaders must approach organizational change with the information and skills needed to guide organizations. Agency leaders and professionals will come together to reflect on existing services, discuss the barriers to and opportunities for inclusion in their communities, and begin to understand and work towards supporting authentic inclusion of persons with disabilities in the Jewish community and community at large.

#### **Online Support Group Counseling**

This workshop will discuss the steps needed to develop and implement a videoconferencing support group counseling program using best practices. We will also describe the benefits of partnering with JFS of Greenwich for online support group counseling. The Online Support Group Project (OSGP) helps people by providing comprehensive treatment and support via gold standard technology. OSGP provides secured online care for people who are in need of support group programming but are unable to physically attend for a variety of reasons. OSGP reaches out to the frail and elderly, individuals who work and do not have time to commute back and forth to attend programs, as well as to those who wish to remain anonymous. Following a comprehensive intake, support group counseling services are offered by licensed social workers via online video-conferencing. Support groups offered include but are not limited to: teenagers, agoraphobics, those living with chronic illness, those caring for a loved one, those who are grieving. We will share what we have found out about online group counseling and how it has impacted people's lives. And, we will go over how we will work collaboratively with partner agencies, and how we will market the online group counseling services.

#### **Pan-Canadian Elder Abuse**

Four representatives from JFS agencies in Calgary, Edmonton, Winnipeg, and Ottawa will present their work on the Pan-Canadian Elder Abuse Awareness and Education Program for Ethnocultural Communities. Presenters will share their experiences and shed light on the complexities and successes involved in engaging Jewish ethno-cultural communities in a conversation about elder abuse. This three phase project included development of linguistically appropriate resources and workshop facilitations for both service providers and community members. The session will include a demonstration of our final phase, a Socio-drama presentation, during which discussions are facilitated throughout a live theatrical performance demonstrating elder abuse. Outcome measures are utilized throughout the project to track participants' increase in confidence, knowledge, and skill to address elder abuse. The presentation will highlight the success of sharing a program across cities in a collaborative way as having greater impact than working in siloes. Included will be a discussion about replicability and the development of future programs in response to the feedback from service providers and community members.

## **School Teams and Teens: Relationship-Based Solutions for the prevention of Bullying and Abuse to Children and Teens**

This panel discussion will present two different models: A school based, holistic training for social workers, educators, student leaders and parents and a teen-to-teen training model focused on healthy relationships and decisions, will be explored during this session. A toolkit for the school and a training manual for teens have been developed and implemented, to support and sustain these two successful models. This session will address the nuts and bolts of different approaches to program components; the pitfalls and challenges as well as the outcomes of each of the models.

## **Vulnerable Populations Showcase**

The showcase will include presentations from representatives of several agencies who will focus on issues impacting three vulnerable populations. Gay Gezundt – The Journey Toward LGBT Inclusion addresses the impact of homophobia and harassment on the healthy development of LGBT Jews as well as the development of strategies for promoting inclusion in Jewish organizations. Building Community: One Refugee At A Time reflects the Jewish core value of “welcoming a stranger” as the foundation for lifesaving work with vulnerable people new to this country. The presentation will demonstrate how the partnership of two agencies has expanded refugee services to work with new populations, unaccompanied children, deal with immigration controversy, and work with politicians and the press. We Were Slaves: The Jewish Community Unites Against Sex Trafficking is an initiative that provides awareness and education about trafficking to Rabbis, medical professionals, social workers, and educators. The presentation will highlight a partnership with a theater group with whom they work to raise awareness of the brutal reality of sex trafficking, and the presentation will include information about the dynamics of power and control of domestic violence, the relationship with early childhood trauma, and a successful community approach to combating this issue.

## **Plan Now for the Future: Families/ Children with Disabilities**

Too often, parents of a child with disabilities either have not planned or have only done estate planning for the inevitable time they are no longer able to care for that child. The responsibility for caring for the child with disabilities falls to aging parents or siblings. The LifePlanning® program exists to assist families (typically parents and siblings) who have family members with special needs, make future plans for the time when that family member/ primary caregiver is no longer able to provide care. The program components include: an educational seminar series, individual consultations with families, a Resource Fair, and ongoing support for families. The program assists families in utilizing other organizations and professionals in the community by making appropriate referrals. This presentation will describe, in detail, the components of the program, and support the need for these types of services in every community.

## **Transitions for Adults with Special Needs**

The challenge is immense to the disability population (and their families) to find ways to lead productive, more “independent” lives. How do we enable young adults/ adults to live in supportive environments, with skilled staff, to live and work on their own, with less dependence on others.

Here are three examples of best practices of residential programs that our agencies have developed in the northeast, south and mid-west. The three programs serve a vast range of persons with disabilities, from those with Persistent and Pervasive Mental Illness to developmentally disabled, to higher functioning young people on the autism spectrum. They each serve different populations, socioeconomically, ethnically, religiously, and age-wise. Funding streams also vary from all private pay, to braided private and public funding, to nearly all public/government funding.

Besides describing their program models, presenters will address and define important philosophical and practical questions such as:

- What are transitioning services?
- How do we define disability?
- What is meant by “Independent Living?”
- What are “next steps” for our clients?
- What are the pros and cons of mixing populations, functionally?
- What role does the JFS agency play?

This presentation will also include an overview of residential independent living programs throughout the AJFCA network.

### **Dementia-Friendly Faith Community**

The first 30 minutes will focus on the history of the Twin Cities Jewish Alzheimer's Task Force, a collaborative effort lead by Jewish Family Service of St. Paul and Jewish Family and Children's Service of Minneapolis with additional involvement and support of staff from other local Jewish organizations, Rabbi's, and individual community volunteers. The presenters will provide 1) a community survey and needs analysis process carried out by the Task Force and 2) the action plan the Task Force created from this process. We will describe the accomplishments that resulted from the action plan including the development of clergy and youth training programs, a caregiver conference, dementia friends training and a film and discussion series. The last portion of the workshop, participants will actually be trained and certified as "dementia friends", an important part of creating a Dementia Friendly Faith Community.

### **Services to Orthodox**

This showcase will feature services offered to the Orthodox. Conference goers will select showcases to attend. Topics include:

- Safety Kid: Child Sexual Abuse Prevention for the Orthodox Community
- Raising Awareness of Domestic Abuse Through Community Partnership
- The Power and Control Wheel for the Jewish Women: Clinical Conceptualization and Unique Considerations for Intervention
- Running the Rapids: A Community Response to Local Disaster

---

## **Executive Team Leadership**

### **Climbing the Compliance Ladder and the Perils of Hanging from HIPAA How prepared are you?**

Who reads your contract documents before you sign them? Increasing regulations and contract compliance requirements are nagging for our attention in the world of social services delivery. Contract Compliance Manager Mary Holley has developed a process for contract review and approval that aims to help managers be aware of contract requirements and better prepared for successful implementation. The challenges of full compliance with regulations such as those for HIPAA, and the risks of less than full compliance, can be difficult to assess and navigate. Seattle's Chief Operating Officer, Claudia Berman has a tale to tell of surviving a HIPAA breach and an investigation by the Office of Civil Rights (the enforcement agency for the Privacy and Security rules). She will shed light on what it takes to be HIPAA compliant and just how easy it is to have a HIPAA breach. Would you know when to report a "breach", to whom, and what happens when you do?

### **Thrift Store/Earned Income**

Over the past several years JFCS of Greater Philadelphia considered opening a thrift store but did not have the right resources to move ahead. In 2013 we were successful in securing both a location and a staff person; with these two major components in place, we embarked on the new and exciting venture of operating a thrift store. This workshop will provide an overview of:

- Creative ways to engage your board, individuals, the community, local businesses, agencies, synagogues, and more.
- The structured therapeutic employment training program that we have developed for clients with special needs.
- Store merchandise accessed to support at-risk clients of the agency
- Promoting this new venture to the community
- Multiple revenue stream opportunities

Both the successes and challenges of this start-up venture will be discussed. Participants will walk away understanding that this new venture is a "business" that complements our agency's established goals and vision.

## **Integrated Behavioral Health**

Increasingly, behavioral health agencies are trying to integrate behavioral health and physical health. Integrating behavioral health and physical health has enormous potential benefits. Many patients have both mental health, substance and physical health problems. People with mental illness may die decades earlier than the average person, primarily due to untreated and preventable chronic illnesses that are aggravated by unhealthy habits and barriers that restrict access to primary care. This is being driven by changes in Federal legislation, a focus on technology and payment reform. Integrated behavioral health care is the systematic coordination of medical care and behavioral health services. Integrating mental health, substance abuse, and primary care services produces the best outcomes and proves the most effective approach to caring for people with multiple healthcare needs. This integrated system of care is best supported by health information technology, including an electronic health record and health information exchange, that facilitates the accessing and sharing of information across healthcare systems. This encourages communication and collaboration among all of the providers involved in a patient's health and improves patient outcomes and quality of care. This workshop will outline and explain challenges, and offer solutions for agencies that face this integrated process.

## **Putting JFS in the Center of the Community**

Over the last 10+ years, JFS MetroWest NJ and JF&CS Atlanta have been deliberate in their efforts to establish themselves as THE primary social service and mental health resources in their respective Jewish communities and have established staffing affiliations with a wide range of local Jewish communal institutions. The impact of this effort has been profound . . . resulting in a changing client profile, new donor and funding support and a new understanding of the role and impact of these agencies as a resource for the overall community. Along the way, partnerships have also led to a redefinition of the role of the social worker and a wide range of questions related to client services, confidentiality and organizational culture. This session will explore the rationale and impact of placing social workers on-site in consultative positions within the local Jewish community and will contribute to an understanding of both the benefits to enjoy and hopefully the pitfalls to avoid.

## **Newer Theories on Leadership Development**

This session is designed for Senior Managers and will cover successful models, programming and/or training(s) surrounding professional development and cultivation of top level leaders at Jewish family service agencies. Topics will include leadership development programs—formal and informal, internal to the agency and through external partnerships. Attendees will consider what support is needed to develop a leader, what models your agency uses for leadership development, and key elements and top resources for leadership development programs at the senior level.

## **Performance Management**

This workshop will provide concrete steps that agencies can take to increase their own data quality as well as output and outcome measurement.

## **Talent Management Strategies for the Jewish Human Services Sector- TBD**

---

## **Fund Development & Marketing**

### **"Media" Relations for Nonprofits: What Kind of Media? 10 Tips for Implementing a Plan That Makes Sense**

Agencies often find that executing a sound media relations strategy is confusing when the media environment itself is so dispersed -- mainstream media, business media, Facebook, Twitter, blogs, Pinterest, YouTube, and others -- and your media staff budget isn't exactly bursting at the seams. Does your agency need a Facebook page? Does Twitter really help a social service agency? The first step is identifying who your audience is and determining what your media plan should accomplish. These 10 tips will help agencies figure out how to start, revamp or reshape media plans that make sense.

### **Rebranding Conversation**

Learn about the various stages of rebranding your agency, including research, planning, execution, and internal/external communications. A candid overview will be presented of the opportunities and challenges of this marketing lifecycle. Attendees will take away the necessary framework, tools, and ideas they can use to engage their agency's marketing needs throughout the rebranding process to be brand champions.

### **Holistic Approach to Donor Solicitation: The One Ask**

This presentation will cover the different ways agencies have simplified donor outreach. From donor acquisition to increasing existing major gift donations, attendees will learn the research and approach for donor solicitation as well as implementation and follow-up. Presenters will showcase how creating an individualized plan to eliminate multiple asks through a consolidated, and often, face-to-face effort can result in increased gifts. This session will also concentrate on how to properly align the agency's mission with that of the donor and how to make your agency stand out among other non-profits.

### **How to Share Your Stories/Blog**

As a development, marketing and communications professionals, our job is to connect our community of supporters and potential supporters to the life-changing work that happens in our agencies every day. But if you find, as we did as JFS-Seattle, that you need a way to breathe new life into your storytelling, develop a stronger online presence, and offer more robust resources to your fundraising team, a blog may be just what you need. In this workshop, we'll let you know how we got started; what we did to bring our staff on board; what we've learned about compelling content; and how we partner with our donor relations team to transform our digital compendium into a customizable conversation starter that's effective with supporters of all ages. This session will include discussion and some exercises to help jump start your blog adventure.

### **Leveraging Jewish Values/Appeal to Jewish, Non-Jewish**

It is increasingly clear that to ensure JFS agencies remain available and relevant to those who need us most, we must design business models that prioritize diversifying revenue streams, donor bases, and target audiences. To do this, we must look outside the Jewish community to "subsidize" our work in meaningful ways, by offering high-quality services rooted in our Jewish values and sensibilities that appeal to a broader community base. JFS of San Diego, as part of its recently adopted strategic plan, created a framework for the development of a sustainable business model that prioritizes social enterprise, community partnerships (Jewish and secular), broad-based donor cultivation, and a brand position that leverages, rather than dilutes our Jewish values to appeal to the a broader audience. This framework, based on ten (10) distinctly Jewish values serves as the basis for creating our messages, vetting new opportunities, training our staff, and developing our Board. These foundational values, when positioned and articulated well, resonate meaningfully in both the Jewish and general communities, and create the necessary momentum to be viewed as a leader in the delivery of services to the broad community, where what makes us distinctly Jewish is an asset to all.

### **Striving to End Poverty: Philanthropy in Support of Collective Impact**

Striving to End Poverty: Philanthropy in Support of Collective Impact will outline how Jewish Family & Child secured its first \$1 million donation in 2013. We will be highlighting our donor cultivation strategy, our plan to effectively utilize the donation to develop an evidence-informed program called the STEP (Striving to End Poverty) Project, and our stewardship activities. We look forward to sharing how the donation has had an impact on our clients and what our next steps will be to leverage the donation for additional community support.

### **Pre-Plenary: Roundtable Discussion of Marketing & Development Issues Facing Professionals Today**

This two hour roundtable will offer development and marketing professionals the opportunity to discuss two topics in a facilitated roundtable discussion with colleagues. Conference goers will share their experiences and participate in open dialogue. Professionals will have the option of choosing from:

- Direct mail & social media
  - Special events
  - Specialized campaigns
  - Marketing for services – find an agency
-

## Board Leadership

### **Strategic Planning as a Tool for Board Engagement**

In this workshop, two agencies will present their models of strategic planning, highlighting the ways in which each approach can influence board structure and engagement. We will discuss traditional strategic planning, real-time strategic planning, and variations on both methods to tailor the process to your agency's needs. The presenters will share tools and relate their experiences in engaging new and experienced board members in the planning process. The session will examine methods of gathering stakeholder input and ways to connect the big picture to operations, and will provide time for participatory discussion on all topics presented.

### **Pre-Plenary: Roundtable Discussion of Top Issues Facing Board Leaders Today**

This two hour roundtable will offer lay leaders the opportunity to hear presentations on the following issues in a small group format:

- Building a diverse board
- The board's role as a change agent
- The board's role as an ambassador and development agent
- The allocations game

Come prepared to share your experiences and participate in open dialogue with colleagues from across North America.

### **CEO-Board President Open Dialogue**

During this session questions will be posed to pairs of executives and their board presidents, inviting teams to share with the group. Working through the examples, and the audience response, a facilitator will guide the group through an open discussion of roles, responsibilities and effective communication.

### **Leveraging Network Resources to Benefit your Agency**

This session is designed for lay leaders and will cover evaluations as well as network resources.

### **Leadership Development - TBD**

---

## Volunteer Engagement

### **From the Top Down: Embracing Volunteer Engagement as an Organization-Wide Strategy**

Organizations that embrace engagement as a key business strategy (rather than as a program) fully harness the volunteer resource. As a result, they are able to serve more clients, deliver more programs, strengthen staff, raise more funds, and be a leader in their field. How do executive leadership and volunteer directors partner to inspire and support staff toward engagement success? In this workshop, participants will complete an assessment of their agency's engagement practices, explore the hallmark practices of organization-wide volunteer engagement, and hear the story of Colorado's Jewish Family Service (JFS). Over three years, JFS identified engagement as a priority and worked to "create a fertile environment for engagement" in all departments. We will share strategies and tools through a real-life case study so that participants will leave with a map to help their organization create a fertile environment for engagement and understand the return on investment of doing so. Executive leaders and volunteer professionals are encouraged to attend together to launch the discussion and collaboration today.

### **L'Dor V'Dor: Making Volunteering a Family Affair**

Family volunteering inspires all members of a family to use their skills, time, and passions to help make the world a better place. While many agencies regularly welcome families as clients and visitors, rarely do they welcome families as volunteers. Yet, Jewish tradition teaches that family is microcosm of the world. As such, peace and healing of the world begin at home with parents and children. Today, families seek ways to extend these ideas beyond their own gates by volunteering together. In this workshop, participants will explore what family volunteering is and hear case studies of successful models for engaging family volunteers. They will discover the benefits of family volunteering, and receive a complete tool kit on how to develop a family volunteering initiative at their agency. The tool kit features a step-by-step

process to pilot family volunteering. The steps include developing a family volunteering philosophy, identifying meaningful roles for families, cultivating families as volunteers, and supporting them toward success.

**Agency Showcase: Engaging Young Adults in the Work of Your Organization**

Young Adults, ages 21-39, want to make a meaningful, direct impact on their community. This session will feature a panel of AJFCA member agencies sharing how they involve this sought after demographic. Join us to hear more on how member agencies have found success (and failure) in engagement through volunteer opportunities, social programming, leadership development, advocacy, board appointment and philanthropy. Learn how to effectively collaborate in executing an ambitious calendar of diverse events that balances volunteer leaderships' aspirations with agency goals, limited resources and staff time availability.

**Additional Session - TBD**

---

**CEO Council**

**Talent and Leadership Development: Planning for the Future - TBD**