

ADVOCACY

9:15 – 10:30AM Get in the Advocacy Game...and Winning a Few Victories – Jack Levine

Advocacy covers everything from working with state, federal, or local elected officials to creating grassroots movements to signing on campaigns. Yet many nonprofits are fearful of jumping in. Why? Many leaders are confused about advocacy. In this workshop, we will talk about what is “okay” in terms of advocacy in nonprofits. In this interactive session, Jack Levine will help you workshop an effective advocacy pitch. You will leave with hands-on experience approaching elected officials.

10:45AM – 12PM The Power of Partnerships for Leveraged Impact – Kevin Warren, Sheriff McNeil and Jack Campbell

Ever wonder why collaborative relationships are so important? Linking arms with institutions that have a similar goal to advance equity creates more awareness and provides new opportunities to be proactive in moving this work forward. Collaboration occurs when organizations and individuals make a commitment to work together and contribute resources and expertise to achieve a common, long-term goal. “Partnerships are critical. You just can’t do it all yourself.”

1:30 – 2:45PM Essential Communication Strategies to be a Differentiator - Jamie Van Pelt and Stephanie Shumate

Leverage your story. The importance of effective storytelling is gaining serious momentum in the nonprofit community. And, for good reason. When done properly, a powerful and compelling brand story can literally be a game-changer for your nonprofit. It can improve your fundraising results and boost brand visibility. A good story can build trust and deepen existing relationships and forge new ones. An inspiring brand story can intrigue, engage and connect emotionally with your many audiences. This session will equip you with the understanding of how your brand story can help you build and empower an army of brand ambassadors to share your story at the grassroots level and help make it top-of-mind.

LEADERSHIP

9:15 – 10:30AM Board Development, Leadership from Any Seat – Kelly Otte and Alyce Lee Stansbury

What are the characteristics of a well-functioning board and what role does each member play in making this occur? Leading as a nonprofit board requires more than just following an agenda. Community leadership comes from recognizing the wealth of capacities that people in the community possess. The entire board needs to be mission-driven and recognize their own leadership potential and responsibility. This session will help Board members and chairs to better understand their roles and responsibilities to help guide organizations, staff, and volunteers towards highly productive conversations and sound decision-making.

10:45AM – 12PM Managing in Times of Crisis – Mark Payne

As the Coronavirus (COVID-19) pandemic spread throughout the world, governments, businesses and nonprofits raced to adapt and respond to limit human hardships. Some of the government actions, combined with general uncertainty, are also causing a crisis of confidence in worldwide financial markets. In this time of public health and economic challenge, nonprofits need the full picture of where they stand financially so they can remain nimble and respond quickly to the changing needs in their communities. The economic downturn is likely to cause a decline in donations. It is critical that nonprofits take stock of their current financial situation, create forward projections and make early, intelligent decisions to shore up funding and engage donors.

1:30 – 2:45PM Fund Development/Donor Pipeline – AFP Board Panel facilitated by Kathleen Hampton

As philanthropy becomes increasingly important and more frequent campaigns become a consistent element of the environment, organizations face a challenge: how do I raise more money while combating donor fatigue? A pipeline fueled by qualification can help balance these competing priorities—but qualifying donors is a challenge for most development shops. In this session, we will discuss the nuts and bolts of successful qualification efforts, drawing on learnings from nonprofits in the region. You will understand the importance of qualification efforts and how they can benefit your organization, you will have a roadmap for developing qualification plans and leveraging internal staff, and you will leave with the tools to overcome common challenges or concerns related to qualification.

CLIENT RELATIONS

9:15 – 10:30AM Utilizing Your Voice to Engage Community – Jon Brown and Morgan Evers

As a nonprofit organization, it is important to be engaged and relevant to the community that you serve. By becoming an active member in the local area, not only can you increase the recognition of your organization, but you can also meet the people that make up the very community you operate in. This session will highlight how people are your very direct base of volunteers and donors, and how your nonprofit needs to recognize them and appreciate their efforts in supporting your cause to elevate your presence locally.

10:45AM – 12PM Solutions Outside of the Box - Jessica Yeary, Public Defenders Office

The Public Defender's Office would like this community to be proud of them. This workshop will highlight how their office seeks solutions that are outside of the norm to best support individuals with criminal offenses. Their team collaborates with human service agencies and local leaders to proactively engage them in addressing crime in neighborhoods, with neighbors all while connecting their clients to much needed social service resources.

1:30 – 2:45PM Our Florida Voices with Tomica Smith and Blue Cross Blue Shield Section with Laura Johnson

It is important to bring together collective voices to address the lack of health equity in our community. This workshop will highlight and outline about what is needed to improve health outcomes, and the role human services plays in it. Presenters will also address the role community engagement plays in helping our members make informed decisions about healthcare.

DIVERSITY, EQUITY & INCLUSION

9:15 – 10:30AM Advancing Equity at All Levels – Dr. Devona Foster Pierre

We have an obligation to break down barriers at all levels. In order to influence change, the community must take a deep look at improving outcomes in the areas of, housing, education, and economic security. This workshop will discuss current initiatives and strategies in place to promote equity in the community. Also discussed, will be ways agencies can work to ensure that their policies and procedures are inclusive and culturally competent.

10:45AM – 12PM UPHS Taskforce Sessions with Guidebook Roll-Out – Cecka Rose Green and Miaisha Mitchell

UPHS adopted the position that *If Your human service work isn't anti-racist, it isn't human service work* and over the last six months, the UPHS Diversity, Equity and Inclusion (DEI) Taskforce has been working on a set of guiding principles to ensure our human services ecosystem focuses equity at all level. In this session, the Taskforce will reveal its roadmap for successfully achieving equity within our organizations, with emphasis on the following:

- Improving the equity within how our members serve their clients,
- Improve the equity within how our members treat their staffs/volunteers,
- Advocate for others (community at-large, donors, networks, etc.) to understand their own biases that leads to equity becoming the new norm.

1:30 – 2:45PM The Chambers and Advancing Equity with the Business Sector Panel featuring Sha'Ron James, TalChamber Community & Prosperity Chair, Terrie Ard, TalChamber Talent, Education & Workforce Committee Chair and Richard Darabi, Economic Competitiveness & Business Climate Committee Chair facilitated by Jay Smith, TalChamber Chairman

Join the TalChamber's leadership to learn more about their Prosperity LEON initiative. In this session, the TalChamber will highlight the critical role businesses play in strengthening the prosperity, livability and safety of our community and ways in which the human services sector can support this initiative given the work we do in addressing poverty and economic disparity daily.

CHILDHOOD EDUCATION

9:15 – 10:30AM ACEs/ Trauma-Informed Care – Panel with Kim Sineath, LaFonda Wilson and Erin/Molly

This workshop will provide a background on current understandings of adverse childhood experiences and how trauma impacts children, youth and adults. The panelists will describe promising research and best practices for working with people who have experienced trauma and will introduce professionals to the language, values, and skills needed to provide trauma informed services.

Learning outcomes:

- How to recognize the effects of trauma in children, youth and adults,
- How to better understand clients within the context of complex, developmental trauma,
- How to implement basic strategies to assist in the stabilization and support of children, youth and adults with traumatic histories,
- How to recognize vicarious trauma, how to differentiate it from “burnout” and how best to understand and manage its effects on our personal and professional lives.

10:45AM – 12PM Homelessness and Early Childhood Education: The Schools Connection to the Community – Dr. Rodgers, Dr. Gayle and Anna Kay Hutchison

Homelessness creates a huge barrier to the educational well-being of children. The Leon County School is dedicated to connecting families to resources and support, that provide long term solutions. This workshop will discuss the districts interventions, community partnerships and polices, that support families in transition.

1:30 – 2:45PM Retaining Talent: The Transition from Intern to Human Service Professional Panel Facilitated by Dr. Joi Phillips with Keithen Mathis and Katrina Boone

More and more human service agencies are discovering the benefits of internship programs. Some of our agencies offer paid programs while others provide a traditional, unpaid internship opportunity. This discussion will focus on how a great internship experience, provides the knowledge and skills needed to become a successful human service professional, as well as learn the do’s and don’ts of supervising interns.