

May 16th

TRACKS of Focus

**DIVERSITY, EQUITY,
& INCLUSION**

Details on Page 11

**MARKETING AND
COMMUNICATION**

Details on Page 12

8:30 - 9:30AM

REGISTRATION & EXPO OPEN

9:30 - 10:00AM

OPENING SESSION

SESSION 1

10:15 - 11:45AM

*Managing the Multi-Generational
Workforce*

*Practical Tools for Surviving in a
Communications Department of
One (or Less!)*

11:45 - 12:00PM

NETWORKING BREAK

12:00 - 1:15PM

KEYNOTE LUNCHEON & AWARDS

Keynote Speaker: Sabrina Hernandez Walker
UPHS Kris Knab Service Award, 21st Century Council's Roger
Kauffman Exemplary Community Agency Award and the Jack Gant
Innovative Community Program Award

1:15 - 1:30PM

NETWORKING BREAK

SESSION 2

1:30 - 3:00 PM

*Why We Need to Be Conscious of
Unconscious Bias*

*Break Through the Noise: Nonprofit
Messaging that Moves Hearts,
Creates Community, and Inspires
Action*

SESSION 3

3:00 - 4:30PM

Building Community Equity

*Leveraging Artificial Intelligence
(AI) to Expand Your Reach and
Grow Your Impact*

4:30PM

**UPHS CONFERENCE CONCLUDES
BUILDING BETTER BOARDS BEGINS**

TRACKS of Focus

THE POWER OF THE COLLECTIVE

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TRAUMA-INFORMED LEADERSHIP

Details on Page 12

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*Targeting Results while
Navigating the Shifts*

Leading People Through Crisis

11:45 - 12:00PM

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NETWORKING BREAK

SESSION 2
1:30 - 3:00 PM

*Collaborative Research and Data
Collection*

*Self-Awareness: A Key to Powerful
Leadership*

SESSION 3
3:00 - 4:30PM

*Building Protective Factors in Our
Community*

*It's What We Do, Leading From A
Trauma-Informed Lens*

4:30PM

UPHS CONFERENCE CONCLUDES BUILDING BETTER BOARDS BEGINS

Diversity, Equity, Inclusion

This track will explore how you can build a successful organizational culture that welcomes staff and volunteers while proving to be highly productive. Turn your organization in a new, positive direction by increasing diversity, practicing self-care and creating an environment that attracts and retains great people.

Managing the Multi-Generational Workforce

Session #1: 10:15 - 11:45AM

Auditorium Room 208

Presenter: Kelly Green, SHRM-SCP, HR Consultant, James Moore

Managing any team can be tricky; managing a team with up to five generations adds a whole new dynamic! This session will help you identify the generations and the elements that come with each group, how to navigate those relationships, and conflicts that may arise. This session will educate audience members on the following:

- Identifying the various characteristics of the generations in the workplace.
- Benefits and obstacles of various generations (how to overcome the obstacles).
- Roles of multiple generations in the workplace.



JAMESMOORE

Why We Need to be Conscious of Unconscious Bias

Session #2: 1:30 - 3:00PM

Auditorium Room 208

Presenter: Dr. Gabrielle Gabrielli, CEO, Gabrielle Consulting and Life Worth Leading

A crucial step toward an inclusive environment is developing an awareness of biases that can unconsciously influence how we work and interact with people. We all have unconscious biases based on our experiences, influences, background, education, and even brain chemistry. Through interactive awareness-building discussions and activities, this session will help you better understand bias and discover practical strategies that can help you and your colleagues avoid bias and leverage the power of a more positive, inclusive work environment.



Building Community Equity

Session #3: 3:00 - 4:30PM

Auditorium Room 208

Presenter: Christic Henry, CEO, KFR Consulting

When building and working with communities, negative experiences hinder the ability to build trust and collaboration to create sustaining change. To build change, you must create community equity through a multitude of ways. Within this session, attendees will be introduced to the many aspects of equity and the process by which inclusion develops. We will explore the process of socialization in order to understand the ways our values and thus our behaviors are shaped by our interaction with the world around us. We will analyze racial equity and discuss how we are socialized to understand and respond to that aspect, thereby exploring how we develop an understanding of ourselves in relation to others.



KINGDOM
FIRST REALTY
Consulting

Marketing & Communications

This track will focus on effective ways marketing and communications can play a powerful role in elevating the work of your organization. And how it can help human service nonprofit organizations tell their story in a way that creates lasting, positive and transformative change. Marketing and communications are a year-round commitment; this track will help to identify successful strategies that will grow your digital footprint and diversifying your audience.

Practical Tools for Surviving in a Communications Department of One (or Less!)

Session #1: 10:15 - 11:45AM

Room 201

*Presenter(s): Catherine Register, Account Manager, RB Oppenheim and Associates
Charlotte Waters, Director of Communications, Legal Services of North Florida*

This session will provide a practical overview and tools for beginners in communications and marketing, specifically those who work part-time in communications or are the sole staff position in the department. From managing all of the different areas you support (Volunteers, Membership, Events, Education Materials, Outreaches, Press/Media, Design, etc.) to the tools to make it easier (Streamyard, Hootsuite/Sendible/etc., Canva, Animated Video Maker, Microsoft Tools). Many have found ways to economically add resources and tools, so let's discuss and share the tools that have benefited us. Finally, how do we do this while keeping our sanity, composure, and goals we've set for ourselves (if we've even had the time!).



Legal Services
of NORTH FLORIDA

Break Through the Noise: Nonprofit Messaging that Moves Hearts, Creates Community, and Inspires Action

Session #2: 1:30 - 3:00PM

Room 201

Presenter: Maria Bryan, CEO and Founder, Maria Bryan Creative

If you feel stuck on how to tell your nonprofit's stories, you're in good company. This training session will break down the steps to create stories that generate movers and shakers. What's more, we'll explore how to tell nonprofit stories with an ethical and trauma-informed lens that dignifies, respects, and protects. During this session, audience members will understand why trauma-informed storytelling matters, learn about the three kinds of people impacted by a story—the story owner, the story receiver, and the witness, gain simple and actionable steps to integrate trauma-informed practices into your role, and take home resources, workflows, and checklists to support you on your journey to become a trauma-informed storyteller!



Leveraging Artificial Intelligence (AI) to Expand Your Reach and Grow Your Impact

Session #3: 3:00 - 4:30PM

Room 201

Presenter: Brian Marquez, Communications & Development Coordinator, Elder Care Services

By the end of the session, listeners will have a deeper understanding of: what generative AI is and how to use it, the ways tools like ChatGPT can be used for nonprofit marketing and fundraising, how to effectively use automation to expand reach and increase revenue, and emerging social media platforms like BeReal, Post, and Mastodon, and whether they are appropriate for their nonprofit.



The Power of the Collective

This track will lead you through three ways of building your community and examine ways to foster greater coordination and collaboration. There is no way to do this effectively without our collective network working together to make the greatest impact in serving our neighbors. This track will explore effective partnerships, how to best utilize data and research, as well as leveraging the community to engage in your mission.

Targeting Results While Navigating the Shifts

Session #1: 10:15 - 11:45AM

Room 205

Presenter: Morgan Evers, CEO and Founder, Finacious Visionary Consulting and Solutions

The human services world can be the most amazing and rewarding space to spend your everyday efforts in. It can also be the most frustrating. In a world that shifts daily, identifying wanted results and staying on track towards them as a single entity, can be difficult. Whether it is a change in funding or staffing or new legislation, a shift happens. This session will provide partnership tips, collective impact insight, and resources on measuring current progress and aiming for future success at your organization or program no matter what the day brings.



Collaborative Research and Data Collection

Session #2: 1:30 - 3:00PM

Room 205

Presenter: Anita Whitby-Davis, Founder and Executive Director, Blautism Education

Collaborative research allows organizations to create a greater impact within their communities! With the partnership, organizations now can target and reach underserved populations to provide resources that are desperately needed. Within this session, audience members will learn about how collective impact creates sustainable change within underserving communities, and how data collection is important to inform the organization(s) on how to build their plan to most effectively create change.



Building Protective Factors in Our Community

Session #3: 3:00 - 4:30PM

Room 205

*Presenter(s): Shaniqua Pelham, Program Specialist, The Ounce of Prevention Fund
Chesley Richardson, Executive Director, Prevent Child Abuse of Florida*

Participants will understand the role community members have in keeping children safe. Participants will leave with strategies they can use related to their work that can help support families build protections for children. Participants will be able to recognize the power of community and healthy relationships through the protective factor framework.



Trauma-Informed Leadership

Effective leadership is the cornerstone of impact and influence. This track is for upper management or executives looking to be inspired by new ways of leading, managing and cultivating your colleagues to build a better, stronger organization with a trauma-informed lens. With specific tie-ins to human resources, fundraising and building organizational values, this track is perfect for someone looking to build their leadership skills in our sector.

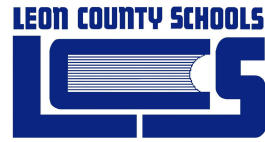
Leading People Through Crisis

Session #1: 10:15 - 11:45AM

Room 214

Presenter: Dr. Michelle Gayle, Assistance Superintendent, Leon County Schools

With the COVID Pandemic happening in recent years, leaders had to navigate an ever-changing environment with crisis happening every day. This sudden event pushed people to develop their leadership skills from a compassionate lens. Within this session, audience members will discuss the difficulties of leading people through crisis and develop skills and tools to adapt their leadership skills to work with individuals dealing with trauma and crisis.



Self-Awareness: A Key to Powerful Leadership

Session #2: 1:30 - 3:00PM

Room 214

Presenter: Yolanda Pourciau, CEO, Yolanda Speaks

This is a simple yet powerful training for leaders. We know that emotional intelligence is at least as important as critical thinking. Still, we too often overlook our need to grow in emotional intelligence. This highly introspective training focuses on self-awareness and the foundational competency for emotional intelligence. By applying simple relaxation practices, probing questions, and a unique social conflict inventory, Self-Awareness: A Key to Powerful Leadership challenges participants to recommit improving their EI proficiency starting with deep self-knowledge. This is a highly interactive training. What is unique about Self-Awareness at Work is participants are asked to interact with themselves. To explore their own interiority. Participants gain greater insight into how they see, experience, and interact with themselves and others emotionally at work. We are challenged to take full responsibility for our emotions. This training is great for leaders at every stage of development.



It's What We Do, Leading from a Trauma-Informed Lens

Session #3: 3:00 - 4:30PM

Room 214

Presenter: Dr. Samuel Carter, CEO/Founder, Carter's Corner

When traumatic experiences occur, most individuals look to keep their emotions to themselves, which can hinder their ability to connect. When working with the people you serve, you must be able to understand the perspective of where they have come from, to connect them to where they want to go. Within this session, audience members will identify ways to describe and commit to safety in both physical and psychological aspects, learn strategies to normalize trauma experiences, and learn more ways to develop in effective ethical communication with the people they serve.

